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Dinosaurs Crush Attendance Records

50,000 Tickets Sold to *Dinosaurs Unearthed* Special Exhibition at Union Station Kansas City

KANSAS CITY, Mo., July 7, 2010 – Union Station officials announced today that on Monday afternoon, July 5, 2010, the *Dinosaurs Unearthed* exhibit sold its 50,000th ticket, and Tuesday, July 6, 2010 was its busiest Tuesday on record. These milestones were reached within just 58 days of operation for the limited engagement dinosaur-focused guest experience that opened to the public May 1, 2010 at Union Station Kansas City.

"These strong attendance numbers show that Union Station is meeting a community need. In addition to offering entertainment, *Dinosaurs Unearthed*, Science City and our other attractions are both engaging and educational experiences for guests," said Lori Glazer, Director of Sales and Customer Service.

Since opening *Dinosaurs Unearthed*, the *Dinosaurs Alive! 3D* movie, and the introduction of a new membership program, Union Station reports securing triple the number of memberships in May 2010 versus last year's May totals. "We are encouraged that, even in trying economic times, families value Union Station and its attractions and are interested in supporting us through membership," said Tony Cook, Membership and Marketing Assistant.

Both tickets to events and attractions, as well as memberships, can be purchased online at www.unionstation.org. The ticketing team has been expanded and ticketing kiosks are available to serve guests efficiently. Convenient parking is located on the north side of the building.

Dinosaurs Unearthed is welcomed to Union Station in part by Blue Cross Blue Shield of Kansas City, Entertainment Properties, Inc., Time Warner Cable of Kansas City, The Westin at Crown Center, and River City Studio. The exhibit is open to the public Tuesday-Saturday from 10 a.m. to 6 p.m. and Sunday from 11 a.m. to 6 p.m. Admission prices start as low as \$7.00 for children and \$8.50 with a Union Station membership. More information can be found at dino.unionstation.org.

Dinosaurs Unearthed Facts:

- 50,000 tickets sold in 57 days of operation since May 1, 2010.
- Union Station membership sales for May, 2010 are 3 times the number sold in May 2009 and numbers for June are also surpassing previous sales.

About Union Station Kansas City, Inc.

Union Station Kansas City is a historical landmark and civic asset renovated and reopened to the public in 1999. The organization, driven by its mission of science and history education and entertainment, features a science center, the KC Rail Experience, the region's only 3D giant screen movie theater, live theater, shops and restaurants. Visit unionstation.org for details.

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