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News Release



Les Paul's House of Sound – Limited tickets remain for birthday concert and exhibit debut *New exhibit details revealed*

MILWAUKEE – June 6, 2008 – Les Paul's House of Sound Exhibit is rapidly coming together at Discovery World, with a debut, grand opening ceremony and concert scheduled for June 21, followed with an opening to the general public on June 22, 2008 at 9:00 am.

"Les Paul's House of Sound is taking shape literally brick by brick," stated Joel Brennan, president & CEO of Discovery World. *"We are excited with the progress and the response, and we still have a limited number of opportunities for residents to help us launch this project."*

Few tickets remain for the "Evening with Les Paul and Friends" 93rd birthday concert at The Pabst Theater on June 21 at 8 pm. Limited "Gold Circle" VIP tickets remain, priced at \$500, which allow guests to become charter members of the Les Paul House of Sound. "Gold Circle" guests will begin their evening at Discovery World with a private "guitar-string cutting" exhibit launch ceremony and catered reception. Transportation will be provided for these guests to The Pabst Theater for the show. In addition to the best seats in the House, these guests will also receive a copy of the book: *The Early Years of the Les Paul Legacy* and recognition as charter members of the Les Paul House of Sound in the new Discovery World exhibit. Following the concert, a private birthday celebration will be held at the Pabst and "Gold Circle" ticket holders will have an opportunity to meet and greet the legendary Les Paul. Afterwards, VIPs will

be returned to Discovery World to pick up their vehicles.

Tickets for the show can be purchased at The Pabst Theater box office, on the web at www.pabsttheater.org and www.tickets.com, or by calling (414) 286-3663 or (800) 511-1552.

The Les Paul House of Sound exhibit will open to the general public at 9:00 a.m. on June 22, 2008 and will be included with the regular admission price to Discovery World. Items from Les Paul's personal collection that will be part of the exhibit include his original record cutting lathe and other Les Paul innovations dating back to his Waukesha childhood. In addition to innovative items from Les' life, the exhibit will also showcase Les Paul guitars, including his "Clunker" used to produce numerous hits in the middle of the 20th Century; his "headless" guitar; "Guitar #1, the original Gibson Les Paul production model; and a early double-necked guitar used only once by Les Paul in concert. Other exhibit details will be revealed in the coming weeks.

As Discovery World visitors view and interact with Paul's innovations, they will also have the opportunity to have a "virtual" jam session with Les in Discovery World's video and audio studios.

"Creativity and innovation are Discovery World hallmarks," added Brennan. *"So a visit to Les Paul's House of Sound promises to deliver an electrifying and inspirational experience to music enthusiasts and anyone interested in the creative human spirit."*

About Discovery World

Discovery World Ltd., formed through a merger in 2004 with Pier Wisconsin, Ltd., is a nonprofit 501(c)3 organization whose *mission is to connect innovation, science and technology with exploration, environment and our Great Lakes freshwater resources through interactive exhibits and experiential learning programs.* Discovery World opened to the public in September, 2006. Key features in the 120,000 foot facility include interactive science, technology and freshwater exhibits, learning labs, theaters, television and audio studios, and fresh and saltwater aquariums. Discovery World is also home to Wisconsin's Flagship the S/V *Denis Sullivan*. The S/V *Denis Sullivan* is a 137-foot replica of a 19th century Great Lakes schooner and floating classroom for water education and

conservation programs, day sails, and private receptions. Discovery World's ticketed spaces are open Tuesday through Sunday from 9:00 a.m. to 5:00 p.m. The grounds, promenade, parks, amphitheater and over 450 feet of dock space are free, wi/fi accessible, and open to the public. The entire facility is available for private and corporate events, catered by Bartolotta's catering and events. To register for Discovery World labs, studios, programs, expeditions or pleasure sailing, or to book events call 414-765-9966 or visit www.discoveryworld.org.

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