

FOR IMMEDIATE RELEASE

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Lord Cultural Resources in the Heart of the World's Largest Egyptian Antiquities Museum Construction Project – Grand Egyptian Museum

Cairo, Egypt – July 28, 2010 – The world's largest cultural consultancy, Lord Cultural Resources, is pleased to announce its role in the project management of the exhibitions in the construction of the Grand Egyptian Museum within sight of the famous Old Kingdom pyramids. Lord Cultural Resources is on the team of the joint venture between Hill International and EHAF Consulting Engineers contracted by the Ministry of Culture's Supreme Council of Antiquities of the Arab Republic of Egypt to provide project management services during the design and construction of the Grand Egyptian Museum. Lord's specific role will center on tender documentation for the exhibits being designed by the British exhibitions firm Metaphor.

The Grand Egyptian Museum, which has a total estimated project cost of approximately \$550 million, will be the largest and most important Pharaonic museum in the world, the largest museum in Egypt and one of the leading scientific, historical and archaeological study centers on the globe. The museum's twenty-first century galleries will be located in an iconic and distinctive building located on the edge of the desert abutting the Giza Pyramids world heritage site. The Museum, designed by Heneghan Peng Architects, will cover 3,500 years of ancient Egyptian history and house more than 100,000 artifacts.



Heneghan Peng Architects' Building Façade.



Ramses II statue in Grand Egyptian Museum entrance.



The Grand Staircase.

Plans for the Museum, which will replace the century-old building of the Cairo Museum visited by millions annually, were first conceived in 2002 to display more than twice as many artifacts as its predecessor. The main achievement so far is the construction of the new conservation center with a documentation unit working to create a computerized database for all the artifacts. A partial opening for the 120-acre museum complex, which will house King Tutankhamun's famed mummy and golden

burial effects, is set for the fall of 2012.

"Lord Cultural Resources is proud to be working on this once-in-a-lifetime project housing one of the most important collections in the world," states Barry Lord, Co-President, Lord Cultural Resources. "Our team is proud to be contributing to the implementation of the construction of the exhibitions that will tell the stories of the one of our greatest civilizations," adds Maria Piacente, Vice President, Exhibitions.

Lord Cultural Resources, founded in 1981, is the world's largest global professional practice dedicated to creating cultural capital worldwide having conducted over 1,800 cultural projects in 48 countries on 5 continents. We collaborate with people and organizations to plan and manage cultural places, programs and resources that deliver excellence in the service of society.

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For more information on Lord Cultural Resources, please visit our website at www.lord.ca.

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