

EXHIBIT MERCHANDISING



EXHIBIT MERCHANDISING

Our Mission

- Enhance the visitor's experience
- Maximize the revenue potential of our partner's attraction
- Support our partner's mission and enrich their brand
- Guarantee a higher return from retail
- Present first-class customer service
- With our experience and dedication, our proven track record and excellent relationships, we will continue to be a leader in the market

Our Company

Established in 2004 by longtime-business partners, Joe Marsh and Lee Marshall, who for 24 years have produced and promoted some of the most successful concerts, theatricals and family shows worldwide. Exhibit Merchandising provides first-class retail specialty stores with traveling museum exhibitions and traveling theatrical productions, and provides a complete turn-key retail store with commercially-available and extensive custom-branded product for sale in addition to professional management that complements the exhibition or theatrical production it represents.

EM offers exhibit and theatrical producers the opportunity for additional revenue streams without the hassle required to manage the operations, allowing the use of EM's expertise and knowledge in the specialized retail world. Partners receive a simple royalty payment each period with no other expense to the producer.

EM develops custom pieces that fit the specific exhibition branding in consultation with each event producer.

EM strives to run an efficient operation, focused on providing superior customer service and quality products on the front end, and efficient management on the backend.



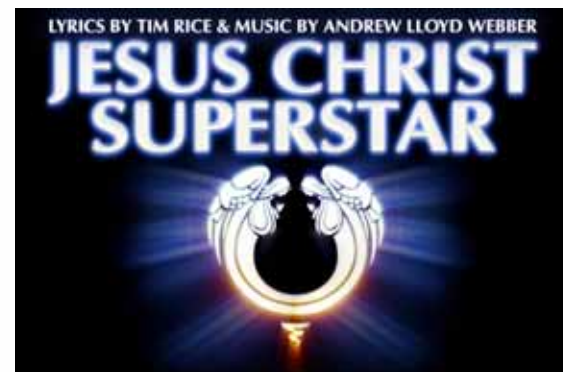
EM is owned by TIX Corporation, a publicly traded company, Stock Symbol: TIXC.

Through its wholly-owned subsidiary, Tix4Tonight, TIX is engaged in the sale of tickets for Las Vegas shows at a discount to the original box office price, on the same day of the performance, from ticket booths located on the Las Vegas Strip.

With a market cap of over \$156 million, this strong backing ensures a strong capital relationship and provides resources which enable us to meet the ongoing financial obligations to you and the project.

PROJECTS

EXHIBIT MERCHANDISING



- Tutankhamun store currently generates about \$1 million in sales per month at its retail store, presently at the O2 Dome in London



EXHIBIT MERCHANDISING

- Our retail stores run between 4 and 12 point of sale stations in order to minimize customer wait times and maximize revenue generation



- Our retail stores are staffed with an average of 10 to 60 associates in capacities as cashier leads, managers, and off site warehouse stock staff

PLACES OF STORE OPERATION

EXHIBIT MERCHANDISING



The **Field**
Museum | CHICAGO

MUSEUM of ART | FORT LAUDERDALE

the Houston Museum of natural science

THE DAYTON ART INSTITUTE

DALLAS MUSEUM OF ART

ATLANTA CIVIC CENTER



EXHIBIT MERCHANDISING



United Kingdom



Austria



Australia



Spain

The O₂

kunst
historisches khm
museum

ph^m
powerhouse museum
science + design

**MATADERO
MADRID**

*Tentative Cities awaiting
confirmation of contracts:*

- San Francisco
- Brooklyn
- Indianapolis
- Phoenix
- Denver
- St. Paul, Minnesota
- Seattle
- Yokohama, Japan
- Turino, Italy
- Mexico City
- Rio de Janeiro
- Santiago, Chile

HEADQUARTERS

EXHIBIT MERCHANDISING



- Our Streetsboro warehouse is staffed with
 - 1 full-time manager
 - 1 full-time assistant
 - 2 to 4 part-time staffers to assist with product pricing and organizing
- Our administrative offices staff:
 - 1 full-time controller
 - 3 full-time accountants
 - 1 full-time operations analyst/buyer
 - 1 full-time logistics coordinator
 - 1 full-time graphic designer
 - 1 Executive to oversee operations and finances

EXHIBIT MERCHANDISING

- EM operates a 28,000 sq. ft warehouse in Streetsboro, OH stocking an average of \$3 million at cost in inventory for its stores



PRODUCTS

We develop custom merchandise and produce it in various countries.

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USA

Small lots of custom product and apparel, jewelry



France

Custom Limoges porcelain collectibles



China/Hong Kong

Plastics, poly-resin, replicas, paper products, metal products, ceramics



United Kingdom

Custom puzzles, books, china



Egypt

Stone and glass, paper goods, wood boxes, silver jewelry



Taiwan

Playing cards



Poland

Glass ornaments



Mexico

Printing and magnets



Italy

Books



Korea

Stationery



Germany

Books



ONLINE SALES

EXHIBIT MERCHANDISING

EM develops a custom online store for each project. Web stores provide an additional revenue stream with minimal running costs and maintenance.

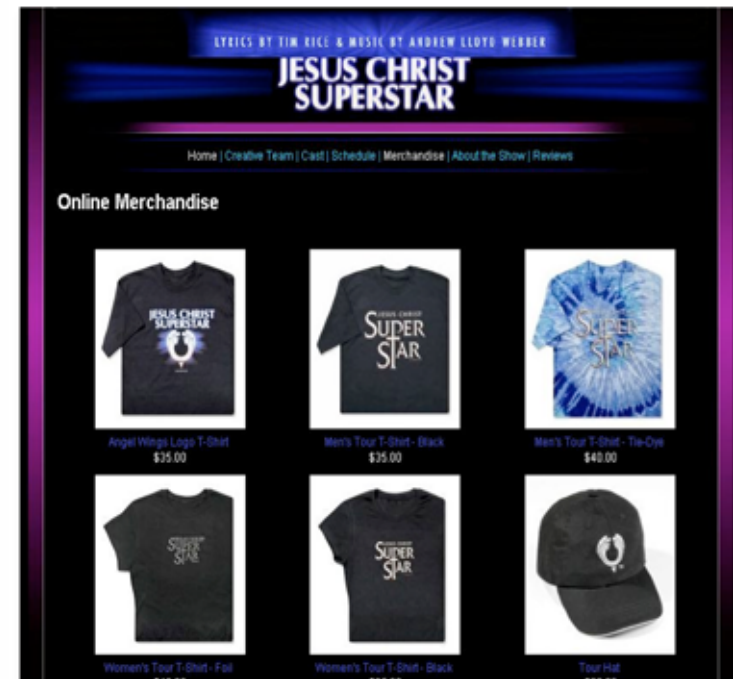


EXHIBIT MERCHANDISING

Online stores also add value to the brand by increasing visibility and access.

