

FOR IMMEDIATE RELEASE

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CONTACT:

Laura Koster

610-254-7432

lkoster@btcmarketing.com

**FOR THE FIRST TIME IN YEARS, PHILADELPHIA'S HISTORIC MEMORIAL HALL
TO OFFER THE CITY'S MOST EXTRAORDINARY EVENT SPACES
National Historic Landmark located in Fairmount Park is the new home of Please Touch Museum**

PHILADELPHIA, Pa. – (May 7, 2008) – The reopening of Philadelphia's historic Memorial Hall this October, as the new location of Please Touch Museum, marks the first time in many years that this extraordinary building will be available to the public as a special event venue. Max & Me Catering, a premier catering company known for its superb, chef-crafted cuisine, will lead the culinary and catering operations at this 132-year-old National Historic Landmark, including the Please Taste Cafe and more than 156,000 square feet of impressive event space. Please Touch Museum at Memorial Hall, Fairmount Park will offer 12 distinctive, versatile event settings, which can accommodate any type of event, from intimate gatherings to grand galas.

"For many area residents, Memorial Hall is one of Philadelphia's great undiscovered historic sites," said Barry Gutin, president and CEO of Libre Management, LLC, a hospitality company which owns and operates Max & Me Catering, whose exclusive venues include several of the city's top cultural sites in Philadelphia, such as National Constitution Center and Independence Visitor Center. "The grand setting and imaginative museum, coupled with Max & Me's exceptional cuisine, attentive service and customized events, are sure to make this notable destination one of the Philadelphia region's most coveted event venues."

Historic Memorial Hall was first constructed as part of the Centennial Exhibition of 1876, the 100th birthday celebration of the United States. Initially designed to serve as the city's art museum during the exhibition and beyond, the building most recently was the headquarters for the Fairmount Park Commission. The 32-year-old Please Touch Museum, whose mission is to enrich the lives of children by providing learning opportunities through play, has embraced the challenge of creating a contemporary children's museum in a building that embodies the spirit of the Victorian age.

The expansive space and inventive exhibits at Please Touch Museum provide an array of event options, from Bar/Bat Mitzvahs and weddings to swank galas and high-profile fundraisers. Below are highlights of the event spaces available. For additional details, pricing and a full listing of spaces, which includes meeting rooms, interested parties can contact Sales Coordinator Jennifer Kabinoff at 215.923.7200 or Jen@MaxAndMeCatering.com.

The Great Hall is a dramatic, ornate space with soaring, 60-foot ceilings and a majestic dome. The space is set against the backdrop of a colorful, 40-foot replica of the Statue of Liberty Arm and Torch, which is assembled completely from toys by famed Philadelphia artist Leo Sewell. (accommodates 650 for receptions, 450 for seated events) Adjacent to The Great Hall is the equally grand South Foyer, which may be rented in conjunction with the Great Hall, to increase event capacity. (450 reception, 250 seated)

The Carousel House, the 9,000 square-foot "glass jewel" of Memorial Hall, brings back one of Philadelphia's most beloved treasures – the 1924 Woodside Park Dentzel Carousel. Now fully restored and operating, this antique carousel is the luminous focal point of the glass-enclosed pavilion, returning to its hometown after more than 40 years in storage. (150 reception, 100 seated)

Please Taste Cafe features dramatic floor-to-ceiling windows with views of Fairmount Park and provides an intimate setting for parties, luncheons and meetings. (100 reception, 60 seated)

A surprise discovery during restoration, the Theater features astounding acoustics and theatre style seating and is an ideal space for lectures, seminars, presentations and performances. (100 guests)

In the Central Gallery, guests step back in time to the 1876 Centennial Exhibition, which is brought back to life in the Centennial Gallery exhibit. The historic sites and sounds of long ago fill this gathering area, which also features a detailed scale model depicting the 284 acres of Fairmount Park that made up the Centennial Exhibition. (300 reception)

In the West Gallery, a hip, urban environment is the backdrop of the realistic City Capers exhibit, which recreates the feel of city life with high-rises, row houses and a supermarket. In the Flight Fantasy exhibit, guests are enveloped in a cloud and star-filled dark blue "sky," which sets the stage for many imaginative gatherings. Lastly, the "moving" environment of the Roadside Attractions space houses a vibrant urban retreat. (1,000 reception)

In the East Gallery, escape to a series of more natural event settings. Guests can "slide down the rabbit hole" into the whimsical setting of the Wonderland exhibit, which features a maze of greenery and a colossal tree that is the room's crown covering. Venture into the River Adventures exhibit, which offers a nature-inspired backdrop including lily ponds, fields of high grass, a flowing river and relaxing outdoor sounds. Lastly, Rainforest Rhythm, a temporary exhibit space, embraces a jungle-like environment brimming with vibrant colors of the rainforest. (1,000 reception)

Max & Me Catering's restaurant-style approach to catering is one of the main attractions at Please Touch Museum at Memorial Hall. From formal to casual, the cuisine melds high quality ingredients with skillful preparation, resulting in artful presentations. While Max & Me Catering's flavorful menu is extensive, the company also tailors menus by specific request to accommodate dietary restrictions, cultural requests or culinary themes.

For more information, sample menus or to book an event, please call 215.923.7200 or visit www.MaxAndMeCatering.com.

About Max & Me Catering

Max & Me Catering is a full-service catering company known for its chef-crafted, flavorful cuisine; customized planning; seamless service and exceptional events throughout the Philadelphia region. Max & Me Catering is the exclusive culinary provider for some of the area's most renowned cultural institutions and historic buildings and handles over 600 social, corporate and philanthropic events each year. The company is part of a larger hospitality service organization, Libre Management, LLC, which owns and operates a diverse portfolio of restaurant, catering and nightlife concepts in Philadelphia and Atlantic City including Cuba Libre Restaurant & Rum Bar, 32° Luxe Lounge, Missile Bar and Shampoo Nightclub. For more information about Max & Me Catering, please call 215.409.6639 or visit www.MaxandMeCatering.com. For more information about Libre Management, LLC, please call 215.922.3200.

About Please Touch Museum at Memorial Hall

One of America's first examples of Beaux-Arts architecture, Memorial Hall was constructed to be the Art Gallery of the Centennial Exhibition of 1876. It served as the city's art museum until the Philadelphia Museum of Art opened in 1928, and was later the home of the Fairmount Park Commission. It had fallen into disrepair in recent years, but is currently being restored to serve as the new location for Please Touch Museum, scheduled to open in October 2008. Memorial Hall will provide a truly unique children's museum with 36,000 square feet of new exhibits (more than triple the current 11,000), a newly restored carousel, new exhibits, parking and a restaurant. Please Touch Museum is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children's museums, Please Touch is open seven days a week from 9 a.m. until 4:30 p.m. Admission is \$10.95 for adults and children age one and over. Children under one are free. For more information, please call (215) 963-0667, or visit www.pleasetouchmuseum.org

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