



FOR IMMEDIATE RELEASE

SMITHSONIAN CHANNEL TEAMS WITH NATIONAL MUSEUM OF AMERICAN HISTORY TO BRING "1939" AND DOROTHY'S RUBY SLIPPERS INTO THE 21ST CENTURY

Smithsonian Channel Mobile Video Adds Context To Exhibit

Washington, DC – (December 15, 2010) – Dorothy's Ruby Slippers are at the center of a new exhibition at the Smithsonian's National Museum of American History that explores the many iconic moments that took place during one of the 20th century's most memorable years, 1939. Adding a 21st century spin to the exhibition are videos produced by Smithsonian Channel, which museum goers, as well as fans nationwide, can access on their mobile devices. The announcement was made today by Tom Hayden, General Manager of Smithsonian Channel and Brent D. Glass, Director of the National Museum of American History.

Smithsonian Channel supplied video clips from their programming to provide context to the artifacts on display. The videos, which promote Smithsonian Channel programs, add color to four major parts of the 1939 exhibit: *The Wizard of Oz*, The Works Progress Administration, the New York World's Fair and Heroes of 1939. Videos can be accessed in a variety of ways. Museum visitors can receive video links via text messages while inside the 1939 exhibition, and those who can't visit in person can see the videos at www.smithchan.com/go1939.

"This is the perfect way to integrate the assets of Smithsonian Channel into a wonderful exhibit that the National Museum of American History has put together," said Hayden. "This is the first time that we have partnered with one of the museums in this manner and the fact that this technology is now readily available to anyone with a smart phone, I'd expect we'd do this again."

"Many technological breakthroughs were made in 1939 and changed the course of history," said Glass. "This partnership uses today's technology to bring 1939 to life for visitors."

ABOUT SMITHSONIAN NETWORKS

Smithsonian Networks (SNI/SI Networks L.L.C.) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution, formed to create channels featuring programs largely inspired by the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features award-winning original documentaries, series, and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home in high definition and Dolby Digital 5.1 and is available to customers of DirecTV, Comcast, Time Warner Cable, Charter Communications, Cablevision, Verizon, AT&T, and more. Learn more at www.smithsonianchannel.com.

###

Contacts:

Laura Duff
National Museum of American History
202-633-3129
duffl@si.edu

Josh Gross
Seldin Gross Communications
347-432-8300
jgross@seldingrosspr.com

Chloe Comins
617-505-5304
chloe.comins@showtime.net