

RELEASE DATE: JANUARY 10, 2006

**WITTE MUSEUM and H-E-B initiate
*EMBARKING ON THE FUTURE: REVITALIZATION OF THE H-E-B SCIENCE
TREEHOUSE*
GRAND RE-OPENING MARCH 11, 2006**

SAN ANTONIO-H-E-B, one of the largest, independently owned retailers in the nation, is responsible for launching a major renovation project at the Witte Museum, *Embarking on the Future: Revitalization of the H-E-B Science Treehouse*. The Witte Museum and H-E-B are proud of this partnership, which demonstrates their commitment to providing a dynamic science museum to the San Antonio community. The Grand Re-Opening is **Saturday, March 11, 2006** when the doors to the H-E-B Science Treehouse will open to the public and visitors will find a wide variety of exciting updates and additions, including the all new H-E-Buddy SkyCycle(tm)!

To complete this revitalization, the H-E-B Science Treehouse will close to the public on Monday, January 2, 2006. A layered opening of floors, with limited access, will begin Friday, February 6, 2006. Visitors should visit www.wittemuseum.org for an up-to-date progress report.

Embarking on the Future is in conjunction with the Witte Museum's 80th anniversary and H-E-B's 100th anniversary, both currently being celebrated. "We are so proud of the long partnership that we have shared with the Witte," said Kate Rogers, Director of Advertising for H-E-B. "We are excited about the new additions to the H-E-B Science Treehouse and the opportunity to provide an exciting, interactive experience for children of all ages."

On the **H·E·Buddy SkyCycle(tm)** visitors can take an exhilarating bicycle ride on a 40-foot cable wire suspended approximately 12-15 feet in the air! Once reaching the end, visitors will ride backwards along the wire to get back to the beginning. Though suspended in air, the H·E·Buddy SkyCycle(tm) features a large weight suspended underneath, teaching young riders the principles of counterbalance and center of gravity.

The Boeing Company is joining the corporate sponsorship for revitalization with a section of the H-E-B Science Treehouse called *Air Power*, with new exhibits and graphics packages, including "Air Rockets" and "Bernoulli Tables." Other major exhibit upgrades include *Simple Machines*, *Sound Waves*, *Energy Underground*, *Eco-Science* and *Small World Science*. The revitalization plans also call for the entire interior to receive a facelift including a fresh coat of brightly colored paint; the installation of new carpet; the replacement of existing graphics with color-coded "supergraphics" featuring images from the most innovative versions of "The Way Things Work" kiosks; *Air Rockets*, which teach visitors how action and reaction make rockets work; and *Bernoulli Tables*, a grouping of table top experiments allowing visitors to observe and experiment with various objects in streams of moving air. Visitors will also be able to try their hand at being a meteorologist at the KENS-5 Weather Station, generously sponsored by KENS-5 TV. Step into an actual weather station and track radar, review the satellite, give a multiple-day forecast, and much more! The H-E-B Science Treehouse and all activities within are free with museum admission.

"We are so grateful to H-E-B for the enlightened corporate sponsorship of revitalization - a very rare kind of gift - to ensure that the building the company named

continues to be a vibrant and vital science museum for South and Central Texas," said Marise McDermott, President and CEO of the Witte Museum. "In fact, corporate sponsorships ensure access to specialized knowledge that only those companies can provide. For instance, The Boeing Company has provided their expertise and their funding support to create a learning environment about airplanes and air power. Similarly, KENS-5 TV provides a 'weather station' at the Witte Museum to learn more about the weather."

Embarking on the Future: Revitalization of the H-E-B Science Treehouse is generously supported by H-E-B, The Boeing Company, George and Fay Young Foundation, Inc., Greehey Family Foundation, The Capital Group Companies / American Funds, IBM, and individual donors to the 2005 Phonathon Campaign.

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