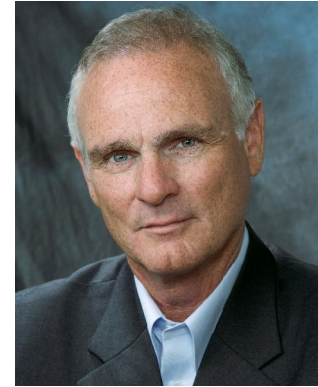


Santa Monica Historical Society Museum Announces \$5 Million Capital Campaign
Monies Raised Will Help Relocation to the Public Library Complex

SANTA MONICA – (September 11, 2006) – The Santa Monica Historical Society Museum (SMHSM) announced today that it is launching a \$5 million capital campaign for the build-out of a new state-of-the-art museum, as well as to provide an endowment to sustain programming, historical preservation and day-to-day operations. Joe Regalbuto, prominent television and film actor, director and long-time Santa Monica resident, is the honorary spokesperson for the campaign.



The museum will be relocating to a new 5,000 square-foot facility situated on the Santa Monica Main Public Library campus (located on 7th Street in Santa Monica) in mid-2007. To help make this possible, SMHSM is appealing to the city’s residents and business owners for support. Leading the museum’s fund-raising efforts are Jean McNeil Wyner, chair person of the SMHSM Board of Directors, and Bob Gabriel, chairman of the museum’s Permanent Home Committee.

“The museum is where Santa Monica’s rich history comes alive,” said Louise Gabriel, President/CEO of the museum. “We hope the community will join us in celebrating our city’s legacy by contributing to this worthy cause. It will ensure that our past is preserved for future generations to learn from, appreciate and enjoy.”

Contributions to the \$5 million campaign will help provide the following: overall design, development and construction of the new facility, state-of-the-art exhibitions, an expanded research library, educational programs, children, senior and family events, expanded outreach programs, collection preservation, online access to historical images and documents and ongoing maintenance and operations.

The museum’s Board of Directors also has established a Donor’s Circle honoring contributors who will receive special recognition on the Wall of Legacy, a permanent fixture in the new museum. To contribute, or for more information, the public should call 310-395-2290 or visit www.santamonicahistory.org.

Founded in 1975 under the City of Santa Monica Centennial Committee to collect and preserve the art, history and culture of the Santa Monica Bay Area, the non-profit Historical Society Museum has been operating in various temporary venues and currently is located at 1539 Euclid Street in Santa Monica. The

2-2-2

museum presently houses a main gallery with theme rooms and changing exhibits, research library and photographic archives of over 500,000 images of the Santa Monica Bay Area.

In recent years, increased donations of artifacts, documents, textiles and images by both private collectors and residents made space a critical issue and prompted museum officials to begin exploring new locations to contain the many historical treasures. After a lengthy site search for a permanent home, a lease agreement was undertaken with the city by museum officials to acquire space within the Santa Monica Public Library Complex.

Best known to television audiences for his memorable 10-year run on CBS' *Murphy Brown*, Joe Regalbuto has also found success behind the camera, regularly directing episodes of *Titus*, *Veronica's Closet* and, most recently, ABC's hit comedy, *George Lopez*. "We are thrilled to have Joe on board with us," said McNeil Wyner. "He is an upstanding community member, a strong supporter of our mission, and best of all, passionate about Santa Monica's past and present. We are incredibly grateful for his alliance."

About the Santa Monica Historical Society Museum:

The Santa Monica Historical Society Museum is a non-profit organization whose mission is to collect, preserve and make accessible the rich history, art and culture of the Santa Monica Bay Area. Through the advancement of historical information, educational programming and the preservation of its archival collections and historical objects, the museum aims to give residents a sense of roots, belonging and an appreciation for the unique qualities of their city, and to instill a sense of pride in the diverse, multi-cultural past of Santa Monica. The museum's goal is to provide public access to its extensive collections through interpretive exhibitions, on- and off-site programs, and through archival research services for youths and adults. To learn more about SMHSM, please call 310 395-2290 or visit www.santamonicahistory.org.

Media Contact:

Bill Krenn, The Phelps Group
310-752-4400, ext. 116
bkrenn@thephelpsgroup.com