



FOR IMMEDIATE RELEASE  
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## NEWS RELEASE

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### **DISCOVERY PLACE NAMES DEBRA SMUL VICE PRESIDENT OF MARKETING AND COMMUNICATIONS**

*Natividad Lewis appointed Manager of Marketing and Public Relations,  
Sarah Bisland Biggers appointed Manager of Marketing and Sponsorships*

**CHARLOTTE, N.C.** — Debra Smul has been named vice president of marketing and communications, Natividad Lewis as manager of marketing and public relations and Sarah-Bisland Biggers as manager of marketing and sponsorships for Discovery Place Inc.

Ms. Smul, who will report directly to John Mackay, president and CEO of Discovery Place, will oversee all of the branding, advertising, promotions, sponsorship and public relations efforts for Discovery Place and the Charlotte Nature Museum. She will also be responsible for the development of marketing efforts to support Discovery Place Kids, the company's newest initiative in early childhood adventure.

Previously, Ms. Smul was the interim vice president of corporate marketing for Madison Square Garden in New York City where she worked to develop innovative sponsorship opportunities for the venue and to create new marketing initiatives to drive attendance. Prior to joining Madison Square Garden, she was one of the founding employees and the senior vice president of corporate development at Oxygen Media. Ms. Smul holds an M.B.A. from Harvard Business School and is a summa cum laude graduate of Dartmouth College. She has resided in Charlotte since 2003 with her husband, Peter, and their two children.

"We are delighted to have someone with Debra's breadth of experience join the senior management team of Discovery Place," said John Mackay. "I am sure that she will play a key role in helping us to grow and to continue to bring wonder and excitement to visitors of all ages."

The science and technology museum also announced the appointment of Natividad Lewis as manager of marketing and public relations and Sarah Bisland Biggers as manager of marketing and sponsorship. They will report directly to Ms. Smul.

Ms. Lewis comes to Discovery Place from Paramount's Carowinds where she was the public relations assistant manager. She earned a Bachelor of Arts degree in Communications from Rutgers University in New Brunswick, N.J. Ms. Biggers previously worked at the Urban League of the Central Carolinas as the membership and development manager. She earned an M.B.A. from Queens University in Charlotte.

“I am thrilled to be a part of an organization as inspiring and passionate as Discovery Place and equally happy to be joined by Natividad and Sarah Bisland who will each add unique perspective and expertise to the Discovery Place marketing team,” said Ms. Smul.

Discovery Place is located in uptown Charlotte at 301 N. Tryon Street. The science center is open 9 a.m. to 5 p.m. Monday through Friday, 10 a.m. to 6 p.m. on Saturday and 1 to 6 p.m. on Sunday. Convenient parking is available in the science center’s parking garage – the Carol Grotnes Belk Complex – at the corner of Sixth and Church streets.

One of the top hands-on science museums in the nation, Discovery Place provides ever-changing, entertaining facilities that foster experiences in areas that range from life science to space exploration. More than a half-million people from all over the United States visit Discovery Place, its IMAX® Dome Theatre and the Charlotte Nature Museum each year. Discovery Place is supported, in part, with a Basic Operating Grant from the Arts & Science Council.

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