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FOR IMMEDIATE RELEASE:

Master Plan for Discovery Park of America Coming Soon

Hnedak Bobo Group of Memphis Selected

UNION CITY, TN – September 29, 2009 – Discovery Park of America (DPA) will soon have a master plan for the 50-acre complex in Union City, TN. Hnedak Bobo Group of Memphis, TN has been retained to develop a master plan for the grounds and all aspects of Discovery Park except for the main exhibit building, Discovery Center.

Representatives of Hnedak Bobo Group (HBG) met with Kirkland Foundation and Discovery Park representatives on September 14-15 to begin the planning process. The master plan for the site will specify placement of key parts of Discovery Park including entrance route, parking, service roads, gardens and landscaping, historic structures, water features, and other elements. HBG will deliver a completed master plan in mid-October.

Jim Rippy, chairman of Discovery Park said, "We're delighted that Hnedak Bobo Group is moving rapidly to develop a master plan so that progress can continue on Discovery Park. They've assembled an excellent team and have developed some excellent preliminary ideas. I'm confident we'll have an approved plan within a couple of weeks. Then, we'll immediately proceed with site preparation and construction on features other than the main building.

Greg Hnedak, FAIA, Co-Founding Partner of Hnedak Bobo Group added, "It is especially exciting for us to be part of a project that has such enormous support behind it from both the community and DPA leadership. It's very rewarding to be working with Mr. Kirkland, who is so passionate and committed to seeing the vision of Discovery Park come to life. His dream to educate children and adults and give back

to this region is contagious; and his dedication to the success of the project - both in spirit and from a financial standpoint is inspiring. We feel very fortunate to be involved."

Earlier this year, the Kirkland Foundation terminated its contract with the original architect and abandoned the design that was in progress. The search for a new architect for Discovery Center is proceeding quickly.

More than 70 architectural firms have expressed interest in designing Discovery Center and 14 firms have been selected for further assessment. In early October, the list will be narrowed to 4-6 firms and final selection of a new architect is expected by the end of October.

The vision for Discovery Park developed by the Board of Directors and many volunteer committees remains the same. It will be an exceptional, multi-faceted educational venue with exhibits and interactive experiences about history, nature, art, and science. In addition to the primary exhibit building, Discovery Center, it will contain extensive botanic garden areas as well as areas with log cabins and other historic structures.

"Our commitment is to advance the project as rapidly as possible so that construction can begin and Discovery Park can start to take shape; said Hnedak, "our team is surrounded by an incredible energy level from the Union City community and DPA leaders - we're well on the way to realizing Mr. Kirkland's vision."

Hnedak Bobo Group is a nationally recognized 80-person design and planning firm based in Memphis, Tennessee. The firm specializes in imaginative design of destination-based spaces that entertain and engage people. Notable projects include the highly successful Gaylord Palms and Gaylord Texan Resorts and Convention Centers in Orlando, Florida and Dallas, Texas, where visitors experience the diverse regions of Texas and Florida in highly-entertaining and interactive multi-acre atrium settings. The firm also designed the nationally-award winning Guggenheim touring exhibition "The Art of the Motorcycle," during its Memphis and Orlando exhibits circuit.

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