



John  
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FOR IMMEDIATE RELEASE

July 25, 2008

## Lookingglass Theatre Co-Founder David Schwimmer to Voice New Hancock Observatory Multimedia Tours

**CHICAGO – July 25, 2008** – The John Hancock Observatory announced visitors will be greeted by a surprise host at the 94<sup>th</sup>-floor observation deck: Chicago’s very own actor-director David Schwimmer is the narrator of a new, state-of-the-art, handheld multimedia “Sky Tour” that will be included in the general admission price. The new Sky Tour includes the sights and sounds of Chicago’s most famous hot spots, including Wrigley Field, Navy Pier and the Lookingglass Theatre.

“The John Hancock Observatory is thrilled to launch a series of enhancements, such as the introduction of Mr. Schwimmer’s ‘Sky Tour,’ which will define us as the leading viewing attraction in Chicago,” said Daniel Thomas, general manager, John Hancock Observatory. “Sky Tour is a one-of-a-kind audio tour – unlike any other in the market – and a perfect complement to the observatory’s unmatched experience.”

As a fully interactive multi-media experience, Sky Tour will also feature stories from Rick Kogan – another Chicago legend famous for his work in news media, radio and his own books. In addition, children will have their very own Kid’s Tour featuring audio, video and interactive experiences, also led by Schwimmer.

“The Sky Tour offering at John Hancock is an opportunity to give back to the city that’s given me so much support throughout my career,” said David Schwimmer.

Through a partnership with Discovery Audio, the Observatory has introduced 650 new XP Vision handheld PDA devices that will be provided with each ticket purchase, for use during the visit. Using audio and video, the Sky Tour showcases what Schwimmer and Kogan discuss on the guided tour. The adult and children’s tour also features 10 different “look out” stations, which can be visited in any order, on demand at the customer’s leisure.

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“I can’t think of two better Chicago personalities to help us inform and share the true Chicago experience with our customers,” said Thomas. “We’ve also taken particular care to ensure the Kid’s Tour provides an educational experience, along with interactivity and fun.”

English, Spanish and German will be the first languages available, with Japanese, Mandarin, and French to be introduced at a later date. More changes and enhancements at John Hancock Observatory will be announced during the coming months. For more information, visit [www.hancockobservatory.com](http://www.hancockobservatory.com).

#### **About The Hancock Observatory**

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city’s only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company.

More information is at [www.hancockobservatory.com](http://www.hancockobservatory.com).

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