

For Immediate Release:

## **AN OPEN LETTER TO THE NEW YORK TIMES AND THE SHAREHOLDERS OF PREMIER EXHIBITIONS, INC**

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NEW YORK TIMES IS MORE INTERESTED IN SELLING PAPERS THAN GETTING THEIR STORIES ACCURATE.

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(Atlanta, GA) August 15, 2006. Premier Exhibitions Inc. (NASDAQ:PRXI) today released to its shareholders a copy of the following “Letter to the Editor” in response to a recent article that appeared in the New York Times.

To The Editor:

“Every element of **BODIES...The Exhibition** is organized with full and complete compliance to the letter of the law. Premier Exhibitions, Inc. is a well respected publicly traded company that holds itself to the highest standards and diligently abides by all domestic and international laws.

All of the specimens in the exhibitions were legally obtained through the Dalian Medical University Plastination Laboratories in the People’s Republic of China under the direct supervision of Dr. Sui Hongjin, the head of the department and one of the most well respected experts in his field.

The individual who indicated that he did not know the origin of the specimens was not a ‘spokesman for the university’ but in fact, an uninformed, junior-level assistant who happened to answer the telephone when the New York Times reporter called and was certainly not qualified nor did he even represent to speak on behalf of the University.

Premier Exhibitions, Inc. has contractual agreements with the Dalian Medical University Plastination Laboratories in the People’s Republic of China confirming that these specimens were unidentified, died of natural causes, have no communicable diseases and were acquired within strict compliance of the law. Premier will only mount a long term exhibition of this scale after having first exercised a thorough due diligence investigation to verify the legitimacy of this entire educational program. We have traveled to China a number of times to ensure that the sourcing process met with the highest standards both legally and morally.

We are absolutely committed to ensuring that the content of **BODIES...The Exhibition** is educational, ethical, and legally correct.”

**To: The Shareholders of Premier Exhibitions, Inc. (NASDAQ: PRXI)**  
**From: Arnie Geller, President and Chief Executive Officer**

Some printed materials have recently speculated on the future of our very successful BODIES Exhibitions and it's time to set the record straight.

These exhibitions will remain in the custody and control of Premier Exhibitions throughout the ten year term of our Agreement.

The Company will continue to investigate and review the new regulations disclosed in a recent press release made by the Chinese Government however, the Company believes the recently announced and pending changes in Chinese regulations are designed to address the wide spread illegal trade of body organs used for transplants, and should not be confused with the educational programs that have been developed utilizing polymer preserved specimens as a result of the extraordinary dissection work being done in China.

The Company, has previously in conference calls with shareholders, discussed their desire to continue to add additional sets of human specimens to their existing base of six related Exhibitions. The Company plans to continue to seek additional human specimens to add to their Exhibitions

It is unfortunate when a newspaper like the New York Times is more interested in selling papers than getting their stories accurate but I can assure all of our shareholders that it is business as usual at Premier Exhibitions with a focus on growth and revenues.

Premier Exhibitions, Inc. is a major provider of museum quality touring exhibitions throughout the world.

Certain of the above statements contained in this press release are forward-looking statements that involve a number of risks and uncertainties. Such forward-looking statements are within the meaning of that term in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company has based these forward-looking statements on its current expectations and projections about future events, based on the information currently available to it. The forward-looking statements include statements relating to the Company's anticipated financial performance, business prospects, new developments, new strategies and similar matters. The following important factors, in addition to those described in the Company's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended February 28, 2006, especially in the Risk Factors and the Management's Discussion and Analysis sections, and its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K (each of which is available upon request from the Company), may affect the future results of the Company and cause those results to differ materially from those expressed in the forward-looking statements; material adverse changes in the economic conditions in the Company's markets, including terrorist attacks, competition from others, how much capital the Company may or may not receive from required financings, and whether or not, and to what extent, the Company consummates its planned leases to place exhibitions. We disclaim any obligation to update these forward- looking statements.

For additional information:

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