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For Immediate Release

**MADAME TUSSAUDS NEW YORK BRINGS “MILEY MANIA” TO
TIMES SQUARE WITH UNVEILING OF MILEY CYRUS WAX FIGURE**

Throngs of fans flock to Madame Tussauds for first glimpse of Miley’s figure

March 20, 2008 [New York, NY] – Madame Tussauds New York created Miley *fandemonium* in Times Square today with the world debut of its Miley Cyrus wax figure. The figure was unveiled by some of the many fans who crowded into the attraction to have a chance to be one of the first to see, pose with and even hug Miley – or her wax figure, at least.

Miley is one of the youngest individuals to be immortalized in wax by Madame Tussauds New York. She joins more than 200 of the world’s most well known personalities – from royalty and world leaders to Hollywood icons and pop culture legends – all of whom have figures in the Times Square wax attraction.

Miley’s figure is dressed in skinny black jeans, a blue and gold silk flowing top, open-toed shoes and a bevy of gold and black accessories. The figure, which features Miley’s trademark smile and long flowing locks, is posed standing up with hands on hips and will be housed on the fifth floor of Madame Tussauds New York in its own colorfully decorated area. The first 100 fans to arrive to see Miley’s figure will also received free Miley gear, including special t-shirts, posters, CDs and DVDs, as well as free admission to the attraction.

A bona fide superstar at just 15 years old, Miley’s popularity continues to soar as she engages and entertains more and more fans across multiple generations. An actress, singer and songwriter, Miley is perhaps best known for starring as Miley Stewart/Hannah Montana on the Disney Channel’s hit show, *Hannah Montana*.

“We couldn’t be more excited to give our visitors a chance to get up close and personal with Miley Cyrus – one of today’s biggest stars,” said Janine DiGiacchino, General Manager of Madame Tussauds New York. “Not only is Miley a wonderful role model for young people, but she appeals to fans of every age. We’ve been eagerly awaiting the arrival of her figure and now that it’s finally here, we can’t wait for our guests to see it!”

The first 100 fans who arrived to see Miley's figure today received a special gift – free Miley gear, including special t-shirts, posters, CDs and DVDs, as well as free admission to the attraction. There was also a raffle for a \$150 gift certificate to the Disney store for a Miley shopping spree.

About Madame Tussauds New York:

Madame Tussauds New York is an interactive "must do" attraction that provides guests with unique opportunities to create memories with some of the world's biggest icons. Recent additions include the interactive TV audition area, where visitors can re-enact a scene from popular soap opera, All My Children, and see their performance played on monitors next to the set. Guests can also get up close and personal and take photos with All My Children star Susan Lucci's wax figure. Other recent wax additions include Leonardo DiCaprio, David Wright, Rachael Ray, Johnny Depp as Captain Jack Sparrow and Senator Hillary Clinton. Prominently located in the heart of Times Square, Madame Tussauds New York is open 365 days a year at 10 a.m. For more information, visit www.nycwax.com or call (800) 246-8872.

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