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For Immediate Release

**EMMY-WINNING ACTRESS SUSAN LUCCI MEETS “SUSAN LUCCI” –
MADAME TUSSAUDS NEW YORK UNVEILS SUSAN LUCCI WAX FIGURE**

February 12, 2008 [New York, NY] – Susan Lucci came face to face with “Susan Lucci” today at the world debut of her wax figure at Madame Tussauds New York. Wearing a glamorous red gown, the Emmy-winning actress posed with her wax likeness-also donning a red gown the star herself donated- at the figure’s unveiling. Lucci’s co-star Cameron Mathison was also on hand to welcome the new figure and put his arms around the two Luccis.

Lucci was an active participant in the creation of her figure, which carries a glamorous red jeweled bag to go with her chic look. Best known for her portrayal of Erica Kane on “All My Children,” Lucci’s character has been deemed as, “unequivocally the most famous soap opera character in the history of daytime TV” by *TV Guide*.

“All My Children” fans and aspiring soap stars auditioned for a walk-on role on the ABC soap following the figure unveiling. Lucci and Mathison watched the auditions and will notify the actor or actress with whom they will be sharing the screen by February 29.

The figure is part of Madame Tussauds’ interactive TV audition area, where visitors will be able to re-enact a scene from the soap and see their performance played on monitors next to the set. Guests will also be able to get up close and personal and take photos with Lucci’s figure.

“I am thrilled to be able to bring day-time drama to the heart of Times Square,” said Lucci. “I love that visitors will be able to rehearse scenes with my figure am extremely flattered that Madame Tussauds has created my wax figure.”

“We enthusiastically welcome Susan Lucci and her wax figure to Madame Tussauds New York,” said Janine DiGioacchino, General Manager of Madame Tussauds New York. “Susan is a celebrity and an icon who is synonymous with glamour and drama. We can’t wait for our guests to see and interact with Susan’s wax figure.”

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 “Ultimate Subway Series” experience, where visitors can pitch and cheer against each other in a replica of the Mets’ and Yankees’ dugouts and Rachael Ray’s wax figure, where they can see what it feels like to be in Rachael’s colorful kitchen. Other recent wax additions include David Wright, Brandon Routh as Superman, 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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