



**COUNTRY FINANCIAL ANNOUNCES NATIONAL SCHEDULE FOR
“TITANIC: TREASURES FROM THE DEEP” MOBILE MUSEUM TOUR**

*Exhibition Featuring Authentic Titanic Artifacts to
Appear in 18 U.S. Communities with Free Admission to the Public*

BLOOMINGTON, Ill., February 25 -- COUNTRY Financial announced today the locations which will have the unprecedented opportunity to experience the story of the world's most famous ship. *Titanic: Treasures from the Deep*, a new mobile museum, will make 18 U.S. stops from April 2 to July 26, 2009. As presenting sponsor, COUNTRY Financial is making the Exhibition available at no cost to those who attend.

“People in these communities will be among the first in the world to see this extraordinary new mobile museum,” says Doyle Williams, chief marketing officer for COUNTRY. “In light of the tough economic times, this free family event is our way of building our brand while giving back to these communities in an innovative and engaging manner.”

The mobile museum tells the fascinating story of the *Titanic* through authentic artifacts recovered from the wreck site of the *Titanic*, and the personal stories as told through these treasures. It also offers a tremendous learning experience, incorporating modern-day science and history to teach audiences about *Titanic's* fabled past and recent recovery efforts.

Attendees will be able to see more than 50 authentic items lost at sea for several decades, including pieces of the ship and personal artifacts of *Titanic* passengers such as blue enameled gold cufflinks and a tie pin with gems.

The mobile tour is scheduled to appear at the following dates and locations:

2009 Dates

April 2-5
April 9-12
April 16-19
April 23-26
April 30-May 3
May 7-10

Locations

Tucson Mall
Scottsdale Fashion Mall
Chandler Fashion Center
Flatiron Crossing
Park Meadows
Washington Square Mall

Communities

Tucson, Ariz.
Scottsdale, Ariz.
Phoenix
Broomfield, Colo.
Lone Tree, Colo.
Portland, Ore.

| 2009 Dates | Locations | Communities |
|-------------------|--------------------------|--------------------|
| May 14-17 | Lancaster Mall | Salem, Ore. |
| May 21-24 | Redmond Town Center | Redmond, Wash. |
| May 29-31 | Cherryvale Mall | Rockford, Ill. |
| June 5-7 | Shoppes at Grand Prairie | Peoria, Ill. |
| June 11-14 | Woodfield Mall | Schaumburg, Ill. |
| June 18-21 | Gurnee Mills | Gurnee, Ill. |
| June 25-28 | Orland Square | Orland Park, Ill. |
| July 2-5 | Naperville Ribfest | Naperville, Ill. |
| July 9-12 | Woodland Hills Mall | Tulsa, Okla. |
| July 16-19 | Chesterfield Mall | Chesterfield, Mo. |

The mobile museum will appear in two additional locations still to be determined.

According to Williams, the unanticipated circumstances of the *Titanic* maiden voyage reinforce a core message about the importance of planning for the unexpected. COUNTRY Financial representatives work every day to help families prepare for unexpected events and achieve financial security.

To learn more about this one-of-a-kind mobile museum, and to follow the *Titanic: Treasures from the Deep* tour, visit www.countrytitanic.com.

Development of Mobile Tour

Titanic: Treasures from the Deep was developed by RMS Titanic, Inc., a wholly owned subsidiary of Premier Exhibitions, Inc., and the only entity permitted by law to recover objects from the wreck site of the *Titanic*. The new touring exhibition is a mobile version of the company's blockbuster exhibition *Titanic: The Artifact Exhibition*, which has been experienced by more than 22 million people worldwide.

RMS Titanic, Inc. was granted salvor-in-possession to the wreck site of the *Titanic* by a United States federal court in 1994 and has conducted seven research and recovery expeditions to the *Titanic* recovering more than 5,500 artifacts.

About COUNTRY Financial

COUNTRY Financial (<http://www.countryfinancial.com>) serves about one million households and businesses throughout the United States. Founded in 1925, COUNTRY has nearly 2,000 financial representatives in 14 Midwestern and Western states who help families build a financially secure future, no matter where they're starting from. COUNTRY offers a full range of financial products and services from auto, home and life insurance to retirement planning services, investment management and annuities.

About Premier

Premier Exhibitions, Inc. (NASDAQ: PRXI) located in Atlanta, Ga. is a major provider of museum quality exhibitions throughout the world. Premier is a recognized leader in developing and displaying unique exhibitions for education and entertainment. The Company's exhibitions present unique opportunities to experience compelling stories using authentic objects and artifacts in diverse environments. Exhibitions are presented in museums, exhibition centers and other entertainment venues. More information about Premier Exhibitions, Inc. is available at the company's web site <http://www.prxi.com>.

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