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TWEET IT:

A new way to view Philly coming summer 2015. #Montparnasse56 to bring observation deck to Philly's own One Liberty Place & @ShopsatLiberty!

**MAYOR NUTTER AND MONTPARNASSE 56 ANNOUNCE THE LAUNCH OF PHILADELPHIAS FIRST
LARGE-SCALE OBSERVATION DECK TO OPEN AT ONE LIBERTY PLACE**

*Montparnasse 56, a global tourism company chooses Philadelphia
for its next U.S. attraction*

Philadelphia, PA (December 16, 2014)...Today, the Honorable Mayor Michael A. Nutter joined global tourism attraction company – the Montparnasse 56 Group (M56) to announce the launch of the first and only large-scale observation deck to Center City Philadelphia. Scheduled to open in summer 2015, the still-to-be-named attraction will give visitors and locals alike the opportunity to view Philadelphia from 57 floors above street-level in the iconic Helmut Jahn-designed skyscraper, One Liberty Place.

“Philadelphia offers a truly unique visitor experience for travelers from across the region, country and globe,” said Mayor Nutter. “We are a destination rich in history, culture and the arts. From the most historic square mile in the country to the expansive collection of art housed along the Benjamin Franklin Parkway, the new observation deck by Montparnasse 56 will offer visitors a chance to see our changing skyline and tourism assets. I want to thank Montparnasse 56 for choosing Philadelphia to expand its global business and I’m looking forward to this great addition to the Philadelphia community.”

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M56 was founded in 1975 with the opening of an observation deck and restaurant on the 56th floor atop the Montparnasse Tower (then newly-constructed) in Paris. The company expanded to include the observation deck and revolving restaurant at the Berlin TV Tower (Germany) and the Crocodile Zoo & Nature Preserve in the south of France. These sites are among the top most visited tourist attractions in Europe with the original Montparnasse Tower alone attracting more than 1.25 million visitors annually.

In 2012 M56 established operations in the United States, with the acquisition of 360 CHICAGO (formerly known as the John Hancock Observatory.) Philadelphia will mark its second U.S. location (fifth total). “For quite some time I have watched Philadelphia’s growth on the world stage as a destination for both travel and business” remarked Patrick Abisseror, CEO of the Montparnasse 56 Group. “As the city continued to expand and thrive, it became the clear choice for our next location. The Montparnasse 56 Group is thrilled to build a new business in a city with such a diverse tourism product and supportive tourism and hospitality community.”

M56 has recruited Evan Evans, a leader in the Philadelphia hospitality industry, to serve as General Manager for the Montparnasse 56 Philadelphia project. With more than a decade of experience in the Philadelphia hospitality realm, Evans has led many operations, general management and commercial projects throughout the city. Until recently he served as General Manager of Le Meridien, where he oversaw a successful launch of the new Center City hotel, in 2010.

Montparnasse 56 will release further details as the Philadelphia observation deck project moves forward. The design direction, brand identity and price of admission are currently under development.

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About Montparnasse 56: *Montparnasse 56 Group specializes in the operation and development of tourist attractions. Bolstered by its success, results and financial resources, the company is currently extending its global reach by creating or developing exceptional sites. 2012 marked the group’s first expansion into to the United States with the acquisition of 360 CHICAGO (formerly John Hancock Observatory). The group now has four successful tourism operations including the 56th floor and panoramic terrace of the Montparnasse Tower in Paris (France), the observation deck and revolving restaurant at the Berlin TV Tower (Germany), Crocodile Zoo and Nature Preserve in the south of France and 360 CHICAGO. The Philadelphia observation deck will mark the Group’s fifth site world-wide, and second destination in the United States. For further information on Montparnasse 56 visit www.montparnasse56usa.com*