

FOR IMMEDIATE RELEASE

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365 DAYS OF CHICAGO'S GREATEST HIGH NOW FIT IN YOUR WALLET *John Hancock Observatory Launches Its First Ever Annual Pass*

CHICAGO, IL – After much anticipation, John Hancock Observatory today announces the launch of its first ever Sky High Annual Pass. The Annual Pass gives its owner unlimited Fast Pass (express entry and exit) access to Chicago's "Best Views" for an entire year, including the option to bring a friend along for free! What's more is the Pass is a definite bargain at only \$79 for adults (12+) and \$59 for youth (3-11). And, in case that was not enough, it also comes packed with savings, including 10% off:

- JHO's Espresso by Lavazza concept café,
- Fun Photos package by Photogenic,
- Accent Chicago stores in John Hancock Center,
- And exclusive Observatory merchandise.

"We take the feedback of our customers to heart in everything that we do to improve the Observatory experience," said Daniel Thomas, general manager, John Hancock Observatory, "and this is no exception. Locals have been asking for an Annual Pass and we are delivering one that keeps tight family budgets in mind and is loaded with extras!"

While the initial launch is being made available to 225,000+ Groupon members in Chicago on Friday, January 29, 2010, the pass goes on sale at the Observatory the following day. The Sky High Annual Pass was designed to give those who work and/or live in the area an opportunity to visit the Observatory as many times as they want for one low price and in the easiest way possible. It also gives unlimited access to the Windy City's highest café without the need to pay admission, all while saving them 10% on some of the world's finest food and beverage creations.

Make just three visits (or only two if you bring a guest!) and the Annual Pass more than pays for itself. The experience at John Hancock Observatory has been completely redesigned so guests will want to stay and linger while they take in the spectacular sweeping views. With the Sky High Annual Pass, members are encouraged to come often and stay for however long they like. With more excitement coming down the pipeline this year, there will be more reasons than ever to keep coming back.

About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company. More information at www.hancockobservatory.com.

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).

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