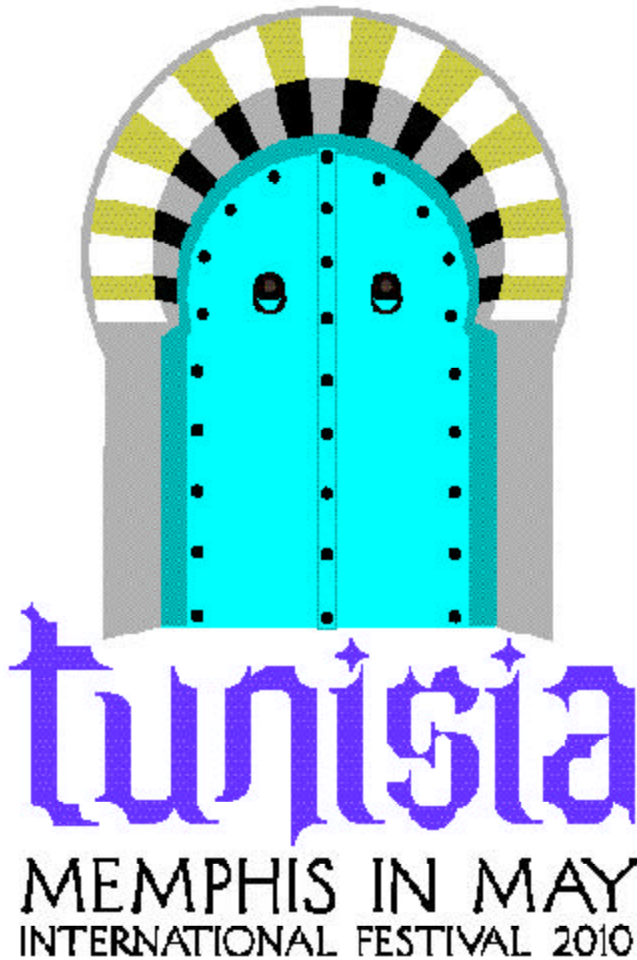


MEMPHIS IN MAY INTERNATIONAL FESTIVAL HONORS TUNISIA IN 2010

(Memphis, TN) Officials of the Memphis in May International Festival announced plans to honor The Tunisian Republic (Tunisia) for the 2010 Festival during its annual public review meeting on August 13th at The Peabody.

James L. Holt, President and CEO of Memphis in May commented: "The opportunity to experience the mystery and intrigue of this beautiful North African country and all of its culture will certainly make for an educational and enjoyable Festival in May 2010."



James L. Holt President & CEO - Susan S. Arney - Chair

Tunisia, located in Northern Africa, boasts a population of over 10 million and is brimming with geographic and cultural diversity. Bordered by Algeria to the west and Libya to the east, Tunisia's northern territory touches the Mediterranean. The terrain to the north is mountainous and the southern part of the country is semiarid emerging into the Sahara desert composing 40% of Tunisia.

With its craggy ridges, salty deserts, gentle sand dunes and turquoise blue waters, Tunisia is a palette of colors and textures. The winters are mild, even with a scattering of snow; and the summers are hot and dry.

Tunisia is governed by a President and a Prime Minister. It is sub-divided into 24

governorates. While the constitution declares Islam as the official religion, religious freedom is protected by the Constitution. The overwhelming majority of Tunisia's population are Muslim. The official language of the country is Arabic, but French is also often spoken. According to the 2007 World Economic Forum report, Tunisia's economy ranked third among countries in middle stage economic development (Malaysia and Chile were ranked #1 and #2 respectively).

Education is a high priority in Tunisia and is compulsory for those ages 6 - 16. Cultural diversity is evident from the Berber villages in the mountains to the camel-driving nomads of the desert plains. The economy of the country is also quite diverse with resources in agriculture, mining, manufacturing, petroleum products and tourism.

Tunisia's rich heritage is preserved in hundreds of historic sites and museums. A major Roman province, the country is decorated with spectacular ruins. A first class destination for cultural tourism, Tunisia's Bardo Museum hosts the largest collection of Roman mosaics in the world. Visitors to Tunisia will also be overwhelmed by the breathtaking architectural design of the Great Mosque, as well as the history imbedded in the remains of the Biblical town of Carthage.

Master craftsmen design pottery, ornamental painted shelves, beaten copper pots, blown glass and precious jewelry in cast silver. The cuisine offers culinary specialties including lamb, stuffed squid, crushed pepper seasoned with olive oil, and traditional peppermint tea complementing sweet delicacies.

Favorite vacation spots include the miles of sun-soaked beaches with fine white sand, clear blue waters and calm seas. Resorts, complete with theme parks, discos and an impressive slate of water sports are compelling tourist destinations.

The towns of Tunisia are full of Mediterranean charm beckoning visitors to beautiful coastlines, busy seaside resorts, port cities, an olive oil capital and an unforgettable glance into a heritage rich with beauty, color and timelessness.

For those interested in experiencing the culture of Tunisia first-hand, Susan Arney, 2010 Chair of the Memphis in May Board of Directors, will lead a delegation on a trip to Tunisia in March 2010. Persons interested in traveling as a part of the Memphis in May International Tour may visit the Memphis in May website or call for additional information.

Memphis in May International Festival is a month-long celebration of local and international color, customs, cuisines and culture. The non-profit, community-based organization hosts the city's largest events - the Beale Street Music Festival April 30 - May 2, 2010; International Week Salute to Tunisia May 3-9, 2010; the World Championship Barbecue Cooking Contest May 13-15, 2010; and the Sunset Symphony May 29, 2010. Memphis in May also produces extensive education, international and economic programs. For more information about the 2010 celebration, event dates or other information about the Memphis in May International Festival call (901) 525-4611 or visit the website at www.memphisinmay.org.

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