

PRESS RELEASE: 11/24/08

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FOR IMMEDIATE RELEASE

RUIDOSO RIVER MUSEUM OPENS IN RUIDOSO 11/28/08

Ruidoso, New Mexico -- 11/24/08

RUIDOSO, NM – The newest addition to Ruidoso’s tourism community, the Ruidoso River Museum, will open its doors to the public the day after Thanksgiving, November 28th. The Museum is the brainchild of part time resident and local investor Arnold Duke who resides most of the year in Bethesda, Maryland but who lives Ruidoso and plans to retire here. “The Museum has something for everyone ... it’s fun, eclectic and educational” Duke both proudly and excitedly states about his new venture. Duke has teamed up with local bank City Bank New Mexico as his sole corporate sponsor to make his dream come alive. “We are very proud to have associated ourselves with Mr. Duke and his fine collections and look forward to a long relationship working with him in growing the presence of the Ruidoso River Museum in our community” states Carl Bartley, CEO of City Bank New Mexico.

The Museum is located at 101 Mechem Drive in the building which previously housed Rush Ski Shop for years, then a short stint as a bakery before undergoing its current and extensive renovation to transform into the River Museum. The exterior façade has been reconstructed and stucco-ed and the inside is now rife with a multitude of display cases holding treasures, oddities and collectables from all around the world as well as one of the most extensive collections of Lincoln County Wars memorabilia anywhere. The Museum’s entire lower level is dedicated to presenting this tumultuous period in Lincoln County’s history. Here, you’ll find Pat Garrett’s original Colt Model 1877 Thunderer Revolver and his solid gold Sheriff’s badge set amidst a solid collection of historical documents, original letters and photographs and period artifacts from all the great names inhabiting Lincoln County during that period ... Alexander and Susan

McSween, James Tunstall, Dolan and Murphy, Sheriff Brady amongst items from many other period notables.

To emphasize this collection's importance to the Ruidoso River Museum, Arnold Duke has engaged a local and well-known historian Elise McChesney as full-time Museum curator. Elise is expert at Lincoln County History having moved halfway across the country to pursue her passion here in Ruidoso. McChesney is engaged to Drew Gomber , another much respected Lincoln County historian, who will be assisting in a more minor role at the Museum. Drew has been featured on the History Channel on its program Hi-tech West and still writes regularly for the Ruidoso News and other publications.

If Lincoln County History is not a visitor's area of interest, the Ruidoso River Museum will still please with its main level exhibits. Here, Arnold Duke has assembled for display one of the most interesting and diverse collections available in Southern New Mexico. Visitors will glimpse collectables once owned by a host of international celebrities including, Elvis Presley, Marilyn Monroe, Princess Di, Britney Spears, Fleetwood Mac, John Wayne, Liberace, Elizabeth Taylor, Barbara Streisand, Judy Garland and many, many others. Jewelry, original letters and other personal items are all on display. Beyond this, Duke has amassed an impressive collection of gemstones, including football sizes pieces of turquoise, large geode crystals and many gold coins, large gold nuggets and interesting pieces of paper currency as well. Imagine also a 120,000 year old fossilized cave bear skeleton, a six foot narwhal tusk from Admiral Perry's expeditions, original Titanic artifacts or a life jacket used in the film Jurassic Park. But this is only the beginning of what visitors will find here as there are crowns from Miss Universe and Miss USA, meteorites and moon dust as well. All in all, this multi-million dollar collection will hold some interest for anyone who enters its doors including those who'd like to take a bit of the place home with them as the Ruidoso River Museum operates a very well-stocked gift shop as well.

Operating during the Museum's regular hours, the gift shop offers for sale an impressive collection of vintage jewelry, a large inventory of turquoise jewelry, salt rock lamps, assorted

gemstones and geodes, crystals and arrowheads and even some of Ruidoso's more local flare; dream-catchers and carved bears.

Duke also plans a series of regular special exhibitions as he develops the Museum. These will include specific portions of his sizable collections which far exceed what the Museum can comfortably display at any time. He's already in the initial planning stages for an Old West gun exhibition.

The Museum will be open for visitation beginning Friday, November 28th, 2008 operating from 10:00 AM to 5:00 PM and closed Tuesday's and Wednesday's. Seasonally, the Museum will move to a full seven day a week schedule during the Christmas Holidays and summer and other select times during the year. Admission is \$5.00 for Adults and \$2.00 for children. For additional information on hours of operation, the Ruidoso River Museum can be contacted at (575) 257-0296.