

**PRESS RELEASE****Olten, 8 October 2008****Stiftung Sammlung  
historischer  
Wertpapiere**  
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museum@sisclear.com**Booms & crashes – Securities tell the story of the stock exchange**

**The exhibition "Booms & crashes – Securities tell the story of the stock exchange", which opens today at the Wertpapierwelt museum, shows just how relevant the history of finance and the economy is to our time. Visitors to Wertpapierwelt can look forward to an exciting journey through 400 years of share trading, during which the "bulls" and the "bears" took turns to dominate the stock exchange.**

The approximately 90 securities on exhibit tell a story of investments and speculations, starting at the "hour of birth" of the share in the year 1602. And of how countless fortunes were made, or lost. Ever since the inception of the stock exchange, the rise and fall of stock prices has alternately triggered bouts of euphoria and depression. And the perpetual ups and downs – "booms and crashes" – on the financial markets are as old as the share itself.

Visitors can learn all about tulip mania and the South Sea Bubble, railroad speculation and the Founding Epoch in Germany, as well as the infamous "black days" of the stock exchange. At the same time, the exhibition brings home the fact that the share, and with it the stock exchange, has been essential in financing progress on the planet. The history of the stock exchange is by no means a pure "crash history" – even though the crashes always made the biggest headlines. The assorted and arranged exhibits show a balanced picture composed of the "tops and flops" of stock exchange history. Torn between daring and greed, vision and fraud, innovation and impotence, the key players in the stock exchange story all have their say.

The exhibition targets not only the stock market cognoscenti, who are unlikely to stray far from the entrance area, where a built-in ticker displays the latest stock prices. One of the reasons why share prices are currently the talk of the day is because almost everyone invests in shares in some form or another – if not directly, then indirectly via pension funds and insurances. Taking account of this trend, a special section is devoted to explaining the workings and distinguishing features of shares, bonds, warrants and funds to stock exchange novices. Various films shed light on the history of share trading and introduce viewers to the working methods of the stockbroker.

The new exhibition is scheduled to run till August 2009 at Wertpapierwelt in Olten.

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**Wertpapierwelt**

Wertpapierwelt is the name of the museum of "Stiftung Sammlung historischer Wertpapiere", a charitable foundation launched by SIX Securities Group Ltd.

The Wertpapierwelt collection comprises more than 7,000 historical securities from over 100 countries. Wertpapierwelt conveys the highly diverse nature of historical securities in changing exhibitions. In so doing, it strives to make the public more aware of the economic importance of the public limited company from its beginnings to the present day.

**Address:** Wertpapierwelt, Baslerstrasse 90, 4600 Olten, Switzerland,  
phone +41-62-311-6622, email: [museum@sisclear.com](mailto:museum@sisclear.com)

Opening hours: every Tuesday and Wednesday from 9:30 am to 5:00 pm

Guided tours for groups can be arranged upon request.

Further information: [www.wertpapierwelt.ch](http://www.wertpapierwelt.ch)