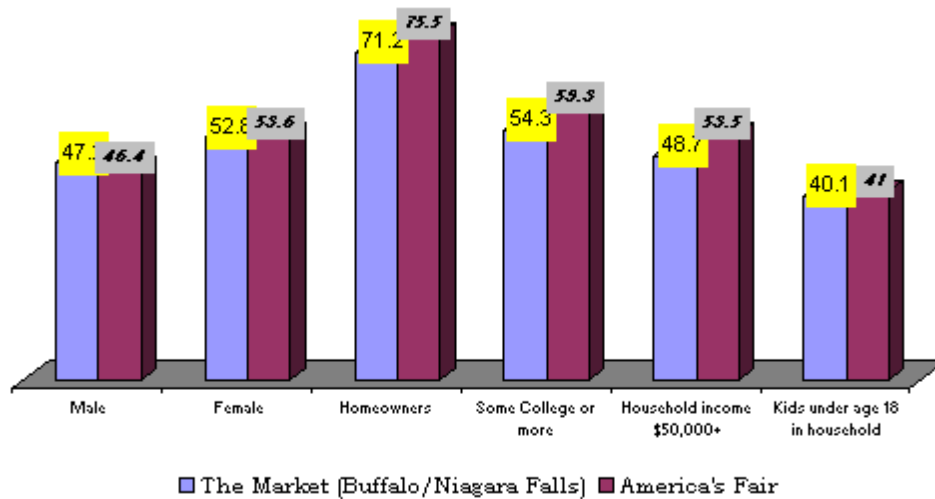


Demographic Profile

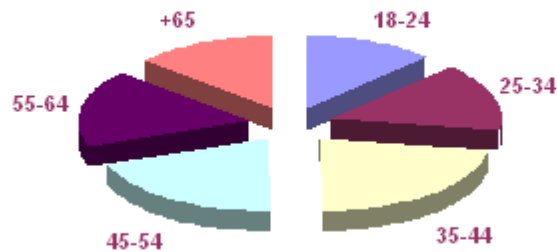
WHO ATTENDS AMERICA'S FAIR

Source: 2007 Scarborough Report & On-Site Kiosks

AMERICA'S FAIR MIRRORS TO THE MARKET



Age levels coming to America's Fair percentages (%)



What our guests had to say about the America's Fair in 2007

Our new touch screen kiosks were strategically placed around the Fair to capture our guest's opinions and here's what they said...

Attended America's Fair in the past	92.3
Overall experience; good to very good	86.8
Visited/planned to visit more than once this year	52.4
Professionalism of staff; good to very good	82.8
Rated overall entertainment good to very good	82
Overall variety of vendors; good to very good	84.3
Cleanliness; Good to very good	74.2