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PRESS RELEASE

FOR IMMEDIATE RELEASE

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THE ALAMEDA COUNTY FAIR RECOGNIZED WITH INDUSTRY'S TOP AWARDS

PLEASANTON, CA – January 18, 2011 – In addition to being one of the Top 50 Fairs in North America by Carnival Warehouse and Venues Today, the 2010 Alameda County Fair took home 47 Western Fair Association (WFA) awards at the 88th Annual Achievement Awards Convention in Reno, NV this week. For the 6th year the Alameda County Fair received more industry awards than any other Fair in the United States and Canada. The 2010 Fair, which enjoyed a turnout of 418,499 patrons for its 17-day event, received 27 First Place honors, 12 Second Place, 4 Third Place and 4 Honorable Mentions awards.

Among the Alameda County Fair's 27 First Place awards, the Fair was presented with top honors for its Children's Programs, Conservation and Being Green Programs, Fair Promotions, Fair Sponsorship Program, Consumer Protection Program and Agricultural Program.

Additionally, the Alameda County Fair won the exclusive WFA Blue Ribbon Award for being an industry leader and for supporting the many Fairs, partners and related organizations within the Fair industry.

"Winning such awards is a testament to our desire to bring positive recognition to Alameda County, while giving back to the Bay Area community and the Fair industry. We have become a flagship in our industry and will continue to be a leader in promoting strong community involvement," commented CEO Rick Pickering.

In Recognition of his personal leadership in the Fair Industry, Rick Pickering is serving as Chairman of the California Fair Alliance (CFA). CFA represents the interests and legislative activity of over 80 plus Fairs in California.

The Alameda County Fair also received 6 International Association of Fairs and Expositions (IAFE) awards for its 2010 Fair marketing programs and continues to be ranked in the Top 50 Fairs in the United States.

Recently released attendance numbers from Fairs across the nation show that the Alameda County Fair is ranked 44 on the list of the Top 50 North American Fairs. This is the highest ranking in history for the Alameda County Fair. Of particular note, 22 of the Fairs larger than the Alameda County Fair are State Fairs, while the Alameda County Fair is successfully operated by the nonprofit Fair Association, without any tax funding from the government.

Over the past five years the Alameda County Fair has been host close to 3 million fairgoers, 30,000 part time employees and hundreds of thousands of exhibitors, artists, performers and participators. Providing an educational, competitive and fun venue for patrons and participants is serious business; rising to the top of the Fair industry is the result of commitment, leadership and prudent financial management.

Historically, the nature of the Fair has always been to promote education and showcase community talents and achievements. Couple that historic foundation with a continued drive to provide new, as well as traditional, all-aged entertainment and you get a venue that will always have a place in the heart of America. Repeatedly taking home a large number of industry awards simply supports the Alameda County Fair's principal to be one of the best all-around entertainment venues for residents of Alameda County and the broader region.

Planning is currently underway for the next award-winning annual Fair. The 2011 Fair will celebrate the summertime with the theme "99 Ways to Come Out & Play", which will run from June 22 through July 10. For more information, please visit our website at www.AlamedaCountyFair.com or call (925) 426-7600.

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