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PRESS RELEASE

NEWS RELEASE: April 15, 2013

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ALAMEDA COUNTY FAIR NAMES Jerome Hoban AS NEW CEO

PLEASANTON, CA – The Board of Directors of the Alameda County Fair Association has announced the selection of Jerome Hoban as the Alameda County Fair’s new Chief Executive Officer.

Jerome Hoban replaces Rick Pickering who left the Alameda County Fair in December 2012 to accept the General Manager position at the California State Fair.

Jerome Hoban has worked at the Orange County Fair for over 20 years in the areas of Fair Management and facility operations. Jerome’s experience includes master planning, facility maintenance, marketing, sales, community relations, sponsorships and competitive exhibits. Jerome is a graduate of California Polytechnic State University, San Luis Obispo, College of Agriculture Business as well as Pepperdine University where he earned his Masters in Business Administration.

Janet Lockhart, President of the Alameda County Fair Board commented, “We are excited to work with Jerome Hoban as our new CEO. Jerome’s experience and commitment to the Fair Industry is a great fit for the Alameda County Fair Association.”

“It is a great privilege to be asked to lead the Alameda County Fair team. The organization has a great reputation in the Fair Industry and in its community. I’m looking forward to being part of the Fair’s long history and tradition,” Jerome Hoban stated.

Planning is currently underway for the 101st Alameda County Fair. The 2013 Fair will celebrate with a theme of “Summer Fun Starts Here,” and will run from June 19 through July 7; closed on Mondays. For more information, please visit our website at www.alamedacountyfair.com or call 925-426-7600.

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