



Bringing Live Family Entertainment to Hometowns Around the World

Feld Entertainment is the world's leading producer of live family entertainment and the producer of *Ringling Bros. and Barnum & Bailey*[®], *Feld Motor Sports*, *Disney On Ice*, and *Disney Live!* With more than 5,000 performances annually and tours that span more than 70 countries on six continents, the company's shows are seen by more than 30 million people.

Founded in 1967 by Irvin Feld when he acquired *Ringling Bros. and Barnum & Bailey* in a stunning ceremony held at the Colosseum in Rome, the family-owned and operated company has grown to include an all-star cast of entertainment properties.

In 1979, Feld Entertainment embarked on the production of ice performances with its purchase of *Ice Follies* and *Holiday On Ice*. Two years later, *Disney On Ice* was created. The company entered the international market in 1986 when *Walt Disney's World On Ice—Happy Birthday Donald* toured Japan. Following the success of *Disney On Ice*, Feld Entertainment launched *Disney Live!* in 2004 and most recently, the company marked its largest expansion in its history with the formation of Feld Motor Sports.

The breadth of Feld Entertainment productions covers the spectrum to ensure that there is something for everyone.

Productions include:

***Ringling Bros. and Barnum & Bailey - The Greatest Show On Earth*[®]**

In the 21st century, *Ringling Bros. and Barnum & Bailey* continues to uphold and enhance Phineas T. Barnum's revolutionary entertainment legacy. Imagination and dreams come to life in this classic, yet contemporary, extravaganza for all generations to experience side by side. Now in its 141st edition, *Ringling Bros. and Barnum & Bailey* is the only show business phenomenon to run in three consecutive centuries.

Disney On Ice

Disney On Ice combines the incredible talents of world-class professional figure skaters and heartwarming Disney stories, innovative scenic designs, lavish costumes, dazzling lighting and

enchanting music to create an extraordinary show for families. Each year, a new production of *Disney On Ice* is created to bring favorite Disney characters to hometowns around the world.

This year Feld Entertainment added an all-new *Disney On Ice* production, *Disney On Ice* presents *Disney/Pixar's Toy Story 3*, featuring classic Disney characters and the toys from all three *Toy Story* movies.

Disney Live!

In 2004, the company embarked on a new venture with *Disney Live!*, a series of live touring stage productions featuring Disney-themed stories and characters. The inaugural production, *Disney Live! Winnie the Pooh*, launched in New Zealand in June 2004. Three more *Disney Live!* productions have followed and include *Disney Live!* presents *Mickey's Magic Show*, *Playhouse Disney Live!* featuring characters from four popular Playhouse Disney TV shows – *Little Einsteins*, *Mickey Mouse Clubhouse*, *Handy Manny* and *My Friends Tigger & Pooh* and *Disney Live!* presents *Three Classic Fairy Tales* which opened in China in May 2008. The newest *Disney Live!* show, *Mickey's Music Festival* opened in Europe in the summer of 2010.

Feld Motor Sports

The most recent addition to the company, Feld Motor Sports offers an even wider range of live family entertainment options. As the premier producer of specialized arena and stadium-based motorsports such as *Advanced Auto Parts Monster Jam*[®], *Monster Energy*[®] *Supercross*, *AMA Arenacross Series*, *IHRA Nitro Jam*[®] drag racing, and *Nuclear Cowboyz*[®] freestyle motocross. Feld Motor Sports offers more edge-of-the-seat excitement to audiences around the world than any other motor sports company.

Other Feld Entertainment Productions

Classic Ice Spectaculars

With the success of *Disney On Ice*, Feld Entertainment ventured into the creation and marketing of ice classics with *The Wizard of Oz on Ice*SM. The Broadway show *Starlight Express*SM was brought to the ice in 1997. One year later, the company introduced *Anastasia On Ice*SM to rave reviews and teamed with Troika Entertainment to produce *Grease On Ice*SM, bringing new life and excitement to this American classic.

Siegfried & Roy[®]

For more than 25 years, *Siegfried & Roy*, Masters of the Impossible, have blurred fantasy and reality into one breathtaking experience. Prior to the show's closure in October 2003, 10,000 people each week flocked to the Mirage Hotel in Las Vegas to lose themselves in the mystical magic of America's foremost illusionists.

Barnum's KaleidoscopeSM

Barnum's Kaleidoscope launched in April 1999 and received critical and customer acclaim wherever it visited. Under the spires of a red and white tent, the audience participated in two hours of what producer Kenneth Feld called "a total immersion entertainment experience."

Kenneth Feld also has produced live theater, including *Big, Barnum, Largely New York* and *Fool Moon* for Broadway and *MADhattan*SM in Las Vegas. Additionally, the company has produced network television specials, live stage presentations, including *George Lucas' Super Live Adventure*, and touring productions such as *Goosebumps*TM —*Live on Stage!* In 1999, Kenneth Feld received a special Tony Award[®] as producer of *Fool Moon*.

The Scope of Feld Entertainment

In an era with numerous entertainment sources abound, Feld Entertainment remains the entertainment choice for families. Each year, more than 30 million people around the world attend a Feld Entertainment production. Whether playing in Moscow or St. Louis, Istanbul or Seattle, Feld Entertainment attractions create an opportunity for the whole family to share an exciting experience.

The Feld Entertainment philosophy requires attention to detail at every level to create the quality events for which the company is known. From the placement of each stage light to the color of each costume to the mood of the music, individual elements are carefully chosen to create an evening of memories that have families coming back year after year. Each Feld Entertainment show is guaranteed to be spectacular.

In addition to the entertainment properties, the Feld Entertainment group of companies includes Hagenbeck-Wallace, Inc., a property, costume and scenic design studio in Palmetto, Florida; and Feld Consumer Products, an international concessions operation with distribution facilities in Jessup, Maryland. These additional corporate arms allow Feld Entertainment to source and sell all of its own products in order to guarantee that every part of attending a show is as memorable as the production itself.

Because of its unique ability to reach families throughout the world, some of the best-known brands have partnered with Feld Entertainment through the years, including Advance Autoparts, Monster Energy Drink, Kraft, Mastercard, Sears, Procter & Gamble, Hallmark, Chevrolet, and many others.

Commitment to Community

Feld Entertainment's charitable contributions build on the strengths and values of the company. In each community that Feld Entertainment visits, the company gives contributions, whether cash or in-kind, to organizations that assist underserved individuals. Since 2003, close to \$5.5 million in tickets have been donated to numerous nonprofit youth organizations across the country and more than 330,000 children were given the opportunity to attend our live entertainment productions.

Feld Entertainment is proud to support a host of charities, including Autism Speaks, the American Red Cross, the Boys & Girls Clubs of America, Autism Speaks, the Make-A-Wish Foundation, Head Start, Big Brothers/Big Sisters and the YMCA, just to name a few.

Ringling Bros. and Barnum & Bailey also expanded the company's long-standing relationship with the military by becoming an Official Team Member of America Supports You. This

partnership allows the company to broaden its support with special recognition of military members during a performance and provides families with special ticket offers. Moreover, Feld Entertainment understands the value in supporting the magic behind the scenes and recognizes the importance of educating the next generation of production talent. That is why the company along with the Feld Family Foundation partners and contributes to institutions like the Duke Ellington School of the Arts in Washington, DC, one of the elite high schools in the country that offers a broad, pre-professional education in the practical aspects of Entertainment Arts Production.

Commitment to Healthy Kids

CircusFit[®] was developed specifically to help in our nation's fight against childhood obesity and inactivity. **CircusFit** is a national fitness program introduced by *Ringling Bros. and Barnum & Bailey* that encourages America's youth to lead healthy, active lifestyles.

Feld Entertainment recognizes that physical education and after-school programs are being eliminated nationwide and is providing the **CircusFit** education curriculum to our nation's educators absolutely free.

In partnership with the President's Council on Physical Fitness and Sports and national education and youth organizations, the company is introducing **CircusFit** to educational, physical fitness and recreation programs across the country.

Commitment to Animals

Years of successfully working and living with animals gives Feld Entertainment a unique foundation of practical and scientific knowledge about domestic, exotic and endangered species. *Ringling Bros. and Barnum & Bailey* is a recognized leader in elephant care and conservation. In 1995, Kenneth Feld established the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation*[®], a state-of-the-art facility for the research, reproduction and retirement of the endangered Asian elephant.

This 200-acre facility in central Florida has the largest and only sustainable population of Asian elephants in the Western hemisphere. *Ringling Bros.* has had 24 elephants born into its program to date, an astonishing success rate for Asian elephants in human care. More information on the Asian elephant conservation program is available at www.elephantcenter.com.