



ENTERTAINMENT, INC.

***Ringling Bros. and Barnum & Bailey*[®] 139 Years of Tradition, Excitement and Wonder**

Since its first show in 1871, the spirit of artists performing in what has become known as *The Greatest Show On Earth*[®] has fascinated onlookers and established the foundation for success of the *Ringling Bros. and Barnum & Bailey*[®] Circus. The all-live performances, full of comedy, grace, color, precision, athleticism, suspense, music and the harmonious interaction of humans and animals, bring people back time and time again. *Ringling Bros.*[®] is part of the American cultural heritage and is the only show business phenomenon to run in three consecutive centuries.

Ringling Bros. is a 139-year tradition that combines the classics – extraordinary animal performances, captivating clown escapades and daring high-wire acts – with contemporary surprises and thrills to make the circus-going experience memorably unique. Families can depend upon *Ringling Bros.* to return the same time every year with a new show, and it is a family tradition handed down from generation to generation. *Ringling Bros.* has three independent units, the Red, Blue and Gold. *Ringling Bros.* hosts millions of visitors and travels to more than 90 cities in North America each year.

History

Feld Entertainment, Inc., has owned *Ringling Bros.* since 1967, when Irvin Feld purchased the show from John Ringling North. Conventional wisdom in the performing arts community recognizes Irvin Feld and his son, Kenneth, for raising the production quality of the show and saving the circus, which at the time was suffering from skyrocketing costs and dwindling attendance. Thanks to the efforts of the Feld family, *Ringling Bros.* is unrivaled in size, quality, popularity, attendance and the number of cities visited. During the 40 years of Feld family ownership, *Ringling Bros.* has experienced a number of significant milestones, including the addition of the first living unicorn; the first quadruple somersault in performance; the presentation of acrobats from China; the first female Clown College graduate, Peggy Williams; the exhibition of Asian circus skills from Mongolia; and King Tusk, an elephant that rivals the legendary Jumbo in size.

The Vision of the Felds

Brothers Irvin and Israel Feld were successful pioneers in the rock 'n' roll concert tour business and familiar with new concert arenas sprouting up across the country. Wanting to preserve the American tradition of *Ringling Bros.*, Irvin suggested that the show become an exclusive indoor presentation, and he assumed responsibility for booking and promoting the show in 1957.

A decade later, the Feld family fulfilled one of Irvin's longtime dreams and purchased *The Greatest Show On Earth*. Within two years of the beginning of Feld family ownership, Irvin created a second unit of *Ringling Bros.*, which was equal in size, scope and quality to the first. He also added German animal trainer Gunther Gebel-Williams to the show, who quickly gained worldwide recognition for his talents in working with animals. In 1968, Irvin created *Ringling Bros. and Barnum & Bailey* Clown College to preserve the art of clowning. Over the next two years, Irvin worked diligently to promote the circus through national advertising campaigns, television specials and creative public relations.

Irvin's only son, Kenneth, joined *Ringling Bros.*® in 1970 and learned the craft of circus production from his father. Kenneth was made co-producer in 1973 and assumed control of the entire company upon Irvin's death in 1984.

Multicultural Tradition

Kenneth Feld has put his stamp on *Ringling Bros.* by modernizing its creative and business practices and by constantly looking at ways to connect with his audiences. Among them was introducing a national Hispanic initiative in 2001. *Ringling Bros.* unites Hispanic cultures with the ageless circus tradition by creating a special presentation for its Spanish-speaking guests in 12-select markets across the country, including Miami, New York City, Los Angeles, Dallas and Chicago. Show adaptations include a Hispanic guest ringmaster, Spanish introductions and songs throughout the production, and a special marketing campaign to build a multigenerational tradition within the Hispanic community – the fastest growing population in the country.

Commitment to Education

Ringling Bros. has offered special performances to schoolchildren for a number of years. However, in 2000, *Ringling Bros.* took this a step further by launching an all-new initiative to educate schoolchildren about the phenomenon of the circus. The curriculum-based performance highlights the educational themes of animal care, teamwork and trust, science and physics, and goal setting. The program is bolstered by printed “readiness” materials created by educators and provided free to teachers with the purchase of reduced-price tickets. The materials feature pre- and post-show components developed for kindergarten through 3rd grade and 4th through 8th grades. The readiness materials include a list of activities to prepare children for the performance and a forty-minute pre-show in which the four educational themes are brought to life.

Other educational initiatives include backstage blind touch tours presented to schools for the visually impaired, and backstage and pre-show sign language tours for hearing-impaired school groups. *Ringling Bros.* has also partnered with Newspaper in Education to provide circus-themed curriculum materials and to sponsor the distribution of more than 2,000,000 newspapers to classrooms throughout the country during the last decade.

Commitment to Healthy Kids

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

The company 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, *Ringling Bros.* is introducing **CircusFit** to educational, physical fitness and recreation programs across the country.

Animal Care and Conservation

Because animals are an integral part of *The Greatest Show On Earth*, Feld Entertainment, Inc., is committed to the highest standards in the care of all animal performers. Many years of successfully working and living with animals have given the company a solid foundation of practical and scientific knowledge about exotic, domestic and endangered species. The animal care staff consists of animal experts who devote their lives to living with, working with and caring for animals 365 days a year. All training and handling of the animals are based on constant contact, daily routines and nurturing, which builds a special rapport between the animals and the handlers based on trust and respect.

Ringling Bros. has established itself as a recognized leader in elephant conservation efforts by building the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation*[®], a state-of-the-art facility for the reproduction, research and retirement of the endangered Asian elephant. Scientists and animal care experts from around the world visit and participate in the Center's various programs.

This 200-acre facility, located in central Florida, is home to the largest sustainable population of captive Asian elephants in the Western hemisphere. Twenty-two elephants have been born to date under *Ringling Bros.* care, and the staff shares the knowledge gained over 139 years of working with these magnificent animals with the world's veterinary and research communities. The ability to educate the public and find ways for elephants and humans to live and work together will help ensure the survival of the species, with fewer than 35,000 left in the wild.

In 2006, *Ringling Bros.* announced a \$135,000 commitment to the Smithsonian Institution's National Zoo, funding a reproductive research study in support of crucial research projects aimed at increasing the captive population of the endangered Asian elephant.

In 2005, *Ringling Bros.* made a \$180,000 gift to the Smithsonian Institution's National Zoo to support research on endotheliotropic herpes viruses (EEHV), the single greatest health threat to the Asian elephant today and announced an important partnership with the Fort Worth Zoo, allowing the Zoo to acquire, on breeding loan, an Asian male elephant in an effort to increase reproduction rates with the female Asian elephants.

Ringling Bros. also supports conservation efforts in Sri Lanka, Thailand and other parts of Southeast Asia. As part of the International Elephant Foundation, the *Ringling Bros. Center for Elephant Conservation* is helping in efforts to provide emergency veterinary care, supplies, equipment, husbandry and management training to mahouts, or elephant trainers, in Sri Lanka.

With all the circus has to offer, *Ringling Bros. and Barnum & Bailey* is truly an annual family tradition.