



NEWS RELEASE

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For Immediate Release:

OKLAHOMA STATE FAIR OPENS SEPTEMBER 14 FOR 11-DAY RUN

100TH Edition Features Lots of New Attractions and Old Favorites

OKLAHOMA CITY, September 11, 2006 - It's September in Oklahoma, and that means it's time for the granddaddy entertainment event of the year, the annual Oklahoma State Fair. This year, we will be celebrating the 100th year for the "Great State Fair of Oklahoma." This year's State Fair kicks off Thursday, September 14 and runs through September 24, 2006.

"We will be celebrating our 100th year with the biggest State Fair ever! Once again, our goal is to provide the best State Fair possible, one that appeals to every segment of the Oklahoma community", commented Tim O'Toole, President and General Manager. "We have packed this year's 11-day event with a greater variety of entertainment and new attractions, all day – every day, while continuing to provide excellent customer service in a clean, attractive environment. There is more of everything, including exhibits, free shows, attractions, livestock contests, crafts, Disney On Ice, PRCA Rodeo action, concerts and yes, that tasty, one-of-a-kind State Fair Food. We truly believe that the Oklahoma State Fair is a great value for the entire family."

The Oklahoma State Fair is the largest single entertainment event in Oklahoma. Close to a million people visit every year, consuming approximately 60,000 gallons of liquid beverages, 6 miles of hot dogs, 44,246 Indian Tacos, over 45,000 cinnamon rolls and 12 tons of turkey legs. While food is one of the biggest draws to the Fair every year, it is the variety of entertainment that sets the Oklahoma State Fair apart from any other event.

"There is so much to do at the Oklahoma State Fair that you can't do it all in one day anymore", O'Toole said. "We've got something to delight every member of the family, from the youngest to the oldest at Oklahoma's Premier Family Attraction."

More Free Concerts Featuring Top Performers

For the sixth consecutive year, the popular free concerts, featuring top name performers from rock, country, doo-wop and nostalgia return bigger and better than ever.

Stars perform on the Toyota Stage inside the giant tent, which is part of the B-52 Entertainment Plaza. The exciting concerts are included in the price of outside gate admission.

“Fairgoers love the free concerts,” said O’Toole. “It is a great added value, allowing more people to see some of their favorite performers at a very affordable price. This year’s lineup is the best ever!”

This all-star lineup starts Thursday, September 14, with rising country performer, **Trent Willmon**. La Indomable 105.3 presents Regional Mexican Music, in celebration of Mexican Independence Day on Friday night. The country rebel, **Shooter Jennings**, performs Saturday, September 16. On Sunday, one of the stars of the Disney Channel, **Raven**, brings her exciting stage show to the stage at 3:00 p.m.

Entertainment on the B-52 Entertainment Plaza kicks off the week on Monday and Tuesday with local favorites, the **Centennial Rodeo Opry**, followed by **Kalazh**. Wednesday, September 20, will be a fun night of entertainment when the **National Elvis Extravaganza** takes the stage. This is a national impersonator contest & tribute show.

Local band, **Superfreak**, takes to the Toyota Stage on Thursday, September 21, followed by **Midnight Star** on Friday, September 22. **Bowling For Soup** performs on Saturday, September 23. Rock pioneers, **Foghat**, take a slow ride on Sunday afternoon, September 24.

Disney On Ice Dazzles with All-New Production

“We are excited that in 2006, Disney On Ice will celebrate its 15th consecutive appearance at the Oklahoma State Fair” said O’Toole. “Disney On Ice always produces a strong opening weekend, creating instant momentum for the Fair. This year’s show is a must-see, offering universal appeal.”

It’s action-packed! It’s hilarious! It’s incredible! America’s favorite Super family — the Incredibles — try to take a normal family vacation at the Disney Magic Kingdom® Park in a brand new Disney On Ice event, Disney presents Pixar’s The Incredibles in a Magic Kingdom Adventure. An original, fun-filled production, this show reveals what happens when the Parrs — Bob, Helen, Violet, Dash, and Jack-Jack — try to blend in and mask their superpowers while enjoying Disney’s most popular theme park attractions — all brought to life on ice for the first time.

Audiences can virtually relive their favorite Disney theme park memories, as they brave the spooky thrills of The Haunted Mansion, ride the wild & wonderful Jungle Cruise in Adventureland® and even meet Mickey, Minnie and their pals along the way. And when the scheming Syndrome shows up to spoil everyone’s fun, the Parrs must suit up and stop him. This time, however, Syndrome is better prepared, and the Incredibles will need some help – from the audience. It will be up to every kid to release their inner superhero and use their complimentary Incredi-Band™, a special light-up cuff, to help the Incredibles save the day.

Disney On Ice – Disney presents Pixar’s The Incredibles in a Magic Kingdom Adventure opens, Thursday, September 14 at 7:30 and runs through Tuesday, September 19.

PRCA Rodeo Action Romps into Town

The schedule of performances has changed slightly for this year. On Friday night, September 22, the State Fair will present a BULL RIDING ONLY event that is being called “Beauty and the Bulls.” The bulls will, of course, provide the action, excitement, spills and thrills, with the lovely **Jo Dee Messina** providing the beauty, along with a musical performance immediately following the event.

One of the roughest and toughest rodeos rides into town September 23, when the Oklahoma State Fair and Dodge team up to present the PRCA Championship Rodeo. Some of the best cowboys and cowgirls will compete in a number of events, including bull riding, saddle bronc riding, bareback riding, barrel racing, steer wrestling, team roping and calf roping. This rodeo is important to the cowboys and cowgirls; with a good score, they can improve their position to compete at the Super Bowl of Rodeos, the NFR in Las Vegas. Again this year, it will feature live concerts immediately following the two rodeo performances. Ada native, **Blake Shelton** takes the stage on Saturday, September 23, at 7:30 p.m. The rodeo concludes on Sunday, September 24, with a performance by the legendary country group, **Sawyer Brown**, in concert! As an added feature at all three performances, a select number of concertgoers will have a chance to go “down in the dirt” and get up-close and personal with their favorite performer.

Ground-Pounding Action Returns to the Grandstand

Exciting motorsports events invade the Grandstand during this year’s State Fair. Included will be the Outlaw Truck & Tractor Pulls on Thursday, September 14 and Friday, September 15, a Motorcross on Saturday, September 16 and a Demolition Derby on Sunday, September 17.

The Extreme Monster Truck Nationals invade the State Fair Grandstand for two action-packed, ground-pounding events on Friday, September 22 and Saturday, September 23. Scheduled to appear are some of the world’s hottest trucks. Featured trucks include the Equalizer, Hot Tamale, Dragon Slayer, Spiderman, King Krunch and El Matador. Also appearing, at the event, will be cycle jumpers and the World’s Largest Jet Truck – The Green Mamba. A special VIP “Meet & Greet” will feature stars of World Wrestling Entertainment.

New Attractions Create New Excitement

There are many new major attractions at this year’s Oklahoma State Fair, including the Oklahoma Oasis, the Great Cat Adventures, the Parrot Tales Tropical Bird Show, Texas Thunder, the Mutual of Omaha’s Wild Kingdom Adventure Tour, Sinbad - In Search of the Golden Pineapple High Dive Show, the Mega Mural, King Size King – Elvis Tribute Show and the Build-A-Bear Workshop.

“These are heavyweight additions to our entertainment lineup at the Oklahoma State Fair. They are big draws everywhere they go, and we are fortunate to have landed them for this year’s State Fair,” O’Toole said.

In 1907, a group of visionary urban builders pooled their resources and talents to organize the State Fair of Oklahoma. 100 years later, the renamed Oklahoma State Fair is still going strong, being one of the top expositions in the country and a major force in the economic and cultural fabric of Oklahoma City and the State. In celebration of the Fair’s 100th event, you are invited to indulge in a huge cake on opening day! Don’t miss your chance to consume a piece of history! The party takes place on Opening Day, Thursday, September 14 between 3:00 and 5:00 p.m. on the Bandshell Lawn.

“Make Your Home Your Haven” at the Oklahoma Oasis. Occupying 16,800 sq. ft., the Oklahoma Oasis will represent all facets of fine living, both in and out of doors in Oklahoma, that come to mind when one

envisions his/her personal idea of an “oasis.” A creative combination of shopping, home improvement demonstrations and entertainment will present an experience, for all ages, that reveals the myriad of opportunities available for Oklahomans to discover or create their very own oasis. Enjoy a lush landscape; relax in a special room at home; remodel or renovate; escape to a favorite hideaway; experience fine food and wine; create a palace for a pet...however oasis is defined...it can be found here. The exhibit, sponsored by Statuary World, KOCO T.V., and IBC Bank, is open daily and can be found in the Oklahoma Expo Hall.

The Oklahoma State Fair Wine Garden will return this year. Located in the new Oklahoma Oasis and surrounded by a beautiful water garden setting furnished by Garden Ponds Unlimited, this exceptional exhibit offers wine tasting at it's finest. For a minimal price, you can sample wine from four of Oklahoma's premier Wineries: Summerside, Tres Suenos, Sparks and Stableridge. You will certainly want to take home a bottle or two!

“Lions, Tigers and Bears...Oh My!” And the Oklahoma State Fair has all three! After you've visited the bears at the Bandshell lawn, stroll on over to this awesome exhibit that allows lions and tigers to play and frolic in large tented enclosures. Catch one of their 4 shows daily to learn more about these fascinating creatures! Then visit the Great Cat Photo Booth, and for a nominal fee, freeze-frame your Great Cat Adventures experience. This hair-tingling attraction has shows at 1:00, 3:00, 5:00 and 7:00 p.m. on the west lawn of the Goodholm Mansion.

Ahoy birdies, host up the anchor, trim the sales, batten down the hatches and load the cannons because me sees a pirate ship! Both adults and children will enjoy this pirate adventure as Sailor Captain Marcus and the parrot crew takes you back to the 18th century, days of the pirate. Each “crew” member has their own unique personality and “way of doing things” and will captivate you with their behaviors (tricks), humor and their beauty. It's amazing; the “crew” never has a “bad hair day,” even at sea! This attraction can be found inside the Oklahoma Expo Hall, in the Oklahoma Oasis. Show times are 1:30, 5:30 and 7:30 p.m. (Monday through Friday) and 1:30, 3:30, 5:30 and 7:30 p.m. (Saturday and Sunday).

Do you hear the Thunder? This spectacular team of black Percheron Draft horses will be making an unforgettable appearance at the Oklahoma State Fair that you just cannot miss. Enjoy a bit of history while you observe their spectacular Draft Horse hitch. These massive horses originated in France and have been used as workhorses in the United States for generations. Each horse weighs an average of 2000 pounds and stands an average of 18 hands. So watch for the storm and listen for the rumble as Texas Thunder rolls into town. This attraction will be on-grounds Wednesday, September 20 through Sunday, September 24 only. There will be two hitches daily.

Visitors to Mutual of Omaha's Wild Kingdom Adventure Tour can hike through a steamy tropical rainforest, survey the broad African savannah and come face-to-face with a Polar bear, right here at the Oklahoma State Fair. In addition to amazingly lifelike animatronics wildlife, Mutual of Omaha's Wild Kingdom Adventure Tour offers hands-on activities for youngsters; a wild photo backdrop with FREE pictures for everyone! A theater showing exciting moments from current Mutual of Omaha's Wild Kingdom episodes airing on Animal Planet; a tribute to the original Mutual of Omaha's Wild Kingdom; and an instant win game in which everyone 18 and older takes home a prize. Best of all, it's free! This attraction is located on the B-52 Entertainment Plaza and is open daily.

Dive into the fun and excitement and send Sinbad on his quest to find the Golden Pineapple! Be sure to stay around for the last show of the evening as one of the shipmates is set on fire, walks the plank and takes the 80' plunge into the 10' seas below! This family-friendly attraction is located in the North Plaza and has shows at 1:30, 5:30 and 7:30 p.m. (Monday thru Friday) and 1:30, 3:00, 5:30 and 7:30 p.m. (Saturday and Sunday).

Help celebrate the 100th Oklahoma State Fair and rediscover the artist in you! Stop by, pick up a paint brush and paint a piece of history on this magnificent, specially designed 20' x 6' mural for the Oklahoma State Fair. Little ones under 7 years old will be able to perform their own work of art using crayons on a mini-mural. This interactive activity is open daily between 11:30 a.m. and 7:30 p.m. on the Bandshell Lawn.

Oklahoma's very own, Mark Barragar will belt out sounds of "The King"! You may not realize it, but you've probably seen Mark on the 1970's Sleepwalker's Matinee with Count Gregore as Frankenstein's Monster or as the host of the 1990's kid's show, Ranger Roger or it's possible that you've seen him fall off the saloon roof as a one of Frontier City's gunfighter/stuntman. And now is your chance to catch him as "the King", not just any King, but the "King Size King!" The "King" will be appearing on the Lumberjack Stage, located in the North Plaza. Show times are 11:30 a.m., 1:00 and 2:30 p.m. daily.

The teddies are traveling...Build-A-Bear Workshop® On Tour is rolling into the Oklahoma State Fair! Come enjoy the furry fun of making your own stuffed animal at this unique store on wheels! This attraction is open daily and can be found on the B-52 Entertainment Plaza.

Also new, this year, will be a new hypnotist. Are you in the mood for some unusual and hilarious entertainment? De'Anna, The Hypno-Chick, is a woman with the energy of a rock star and a show that is jam packed with so many spontaneous laughs you will need a tissue to wipe away the tears. You might even get to be the star of the show. De'Anna, an entertainer from Southern California, spends her time spanning the globe performing her Hypnosis show for Corporations, Military USO Tours and State and County Fairs. The shows are themed, making each performance uniquely individual. "Whether it's the "Mexican Fiesta", "Country Ho Down", "The Magic Bag of Tricks" or "The Hollywood Adventure", De'Anna says, "every show is a knock-down, drag-out hilarious experience." This fun show will be opposite the Toyota Stage, under the tent, on the B-52 Entertainment Plaza. Show times are 5:00 and 6:45 p.m. (Monday through Friday) and 1:30, 5:00 and 6:45 p.m. (Saturday and Sunday).

Grape Ranch is proud to present the first-ever outdoor Wine Garden at the Oklahoma State Fair. Stop by the Grape Ranch Wine Garden Tent at 14 Flags Plaza for wine tasting, cold beer & live music from Oklahoma Singer/Songwriters. Don't forget to take home a few bottles of "Beat Texas" wine. There will be live music, in this area, from 2:00 p.m. daily.

For a second year, the International Federation of Competitive Eating (IFOCE) has chosen the Oklahoma State Fair to be part of a 20-event circuit to hold the World Series of Competitive Eating Competition, and you certainly will not want to miss this one! Oklahoma Fried Okra will be on the menu and will be devoured in two-pound increments! Contestants will be "chowing" down for \$2,500 to \$5,000 in prize money. So pick your favorite competitor and cheer him/her on to victory. After all the excitement ends, stroll over to the IFOCE Mobile Museum where you can view the Lincoln French fry purchased on E-bay for \$75,000, the Virgin Mary Grilled Cheese Sandwich, William Shatner Kidney Stone and many other celebrity foods. Prior to the World Championship Competition, cheer on your favorite media personalities, in the Oklahoma Celebrity Okra Eating Competition, as they stuff okra down their throats for FIVE minutes! It should be both comical and gruesome! Who will take home the big prize and bragging rights? Both events take place on the Bandshell Lawn, on Saturday, September 16, starting at 1:30 p.m.

The Oklahoma Rock Paper Scissors Championships LIVE at the Oklahoma State Fair, sponsored by the Hudiburg Auto Group, Cox Communications, KATT, 98.9 KISS-FM, 96.9 BOB-FM, WILD 97.9, WWLS - The Sports Animal and La Indomable radio stations. With preliminary rounds twice daily (4:30 and 8:00 p.m.), you could be crowned champion and not only win a trip to see WWE New Year's Revolution in St. Louis, but also face off against WWE's John Cena in a rock, paper, scissors match-up for a chance to win a brand new automobile from the Hudiburg Auto Group on Sunday, September 24 at 6:00 p.m. Be

listening to any of the stations above for your chance to win a “line-pass” so you don’t have to stand in line. This event will take place on the south lawn of the Centennial Building.

The Traditions Continue...

Pig races, big bears, petting zoo, pony and camel rides and AGtropolis Adventure return once again to this year’s State Fair. AGtropolis is the most entertaining little city in Oklahoma for 11 days during the Fair. Have an adventure in the whimsical “city” of AGtropolis! Watch chickens hatch, sheep and goats climb, mommy pigs with their babies, dairy cattle being milked, beef cattle in their “secret cave,” rabbits hop and BUGS just being BUGS! Listen and watch as an OVMA veterinary medical team performs live surgical and treatment procedures. Milking demonstrations, by experts from the Southwest Dairy Museum, are presented 5 times a day. Plus, the wool spinners will again be hosting a 4-H and FFA Wool Show and Competition in AGtropolis.

Welde’s Big Bear Show returns to the lawn of the Bandshell. The bears range from 200 lbs to 1200 lbs, and, when not performing, they enjoy playtime with their toys or in Grizzly Falls complete with waterfalls and beautiful scenery. Come see these mighty creatures strut their “big stuff” in the skilled hands of their trainers. The Welde’s training methods are based on developing the natural and unique talents of each individual bear through patience, reward, love and understanding. The bears perform daily at 1:00, 4:30 and 6:30 p.m.

The Great American Duck Races of New Mexico will be set up on the east lawn of the Oklahoma Expo Hall (formerly the Made In Oklahoma Building). Returning to the Oklahoma State Fair, this race is for the birds...and fairgoers. Each show is extremely interactive and educational as 16 audience members, both adults and children, get to release the ducks into the wet and wild racetrack. Prizes are given to the winners of each race. After the show, lines form and cameras click as parents bring their children to pet the ducks. The duck races take place daily at 11:30 a.m., 12:30, 2:30, 4:30 and 6:30 p.m.

As excitement continues to build for Oklahoma’s Centennial Celebration in 2007, the Spirit of Oklahoma Plaza returns to the Oklahoma State Fair. Fairgoers can relive the exciting history of Oklahoma and the Oklahoma State Fair through music, reenactments and displays. The Oklahoma State Fair, in conjunction with the Oklahoma Historical Society, presents the continually evolving Spirit of Oklahoma Plaza. It’s a techno mix in 2006 as the Spirit of Oklahoma Plaza honors the ‘80’s to the present.

The Great Lakes Timber Show has been a popular attraction for some time now. Laughter and amazement await you as the nation’s best lumberjacks race the clock and each other in exciting demonstrations of chainsaw carving, logrolling, speed cutting, and ax throwing. Comedy and fun are introduced with the new additions of pickle-barrel jousting, log skating and obstacle pole racing. Finally, if you don’t mind getting wet, Phil Scott, a nine time world champion log roller, Robert Saari, accomplished tree climber and Bruce Belanger might pick you to demonstrate the techniques of log rolling. Are you ready? The Lumberjack Stage can be found in the North Plaza. Show times are daily at Noon, 2:00, 4:00, 6:00 and 7:00 p.m.

Another popular attraction, over the years, has been the Plains Indian Dancers. Oklahoma is home to numerous Indian tribes! What better way to honor the tradition than through dance? Under the direction of Laura Bushyhead, the color and pageantry of Native America lives on in the daily performances by some of Oklahoma’s best dancers. This colorful show can also be found on the Lumberjack Stage, located in the North Plaza. Show times are daily at 3:30, 5:00 and 6:30 p.m.

OPUBCO presents Oklahoma City Philharmonic “Untuxed!” The Philharmonic comes to the State Fair and brings with them sounds of yesterday and today! Classical is their forte, however, they will be

shedding the black tie to bring you pop, rock, jazz, movie soundtracks and other popular music from the past 100 years! So grab a seat under the pavilion and listen as they play your favorite tunes. Show times are 12:30 and 4:00 p.m. (Thursday, September 14 through Saturday, September 16) and 4:00 and 6:30 p.m. (Sunday, September 17 thru Sunday, September 24). The location is the OPUBCO Pavilion on the 14 Flags Plaza.

Immediately following “Untuxed”, the Instrument Playground will open, giving children of all ages the chance to get their hands on musical instruments of all kinds. Kids can blow, bang, scrape, and shake a variety of orchestra instruments from a full-size trombone to a miniature violin. Times are 1:15 and 4:45 p.m. (Thursday, September 14 through Saturday, September 16) and 4:45 and 7:15 p.m. (Sunday, September 17 through Sunday, September 24). The location is the OPUBCO Pavilion on the 14 Flags Plaza.

A popular equine exhibit – All The King’s Horses is back! Don’t miss this spectacular exhibition and show, incorporating some of the most athletic and beautiful horses in the world. Featuring Arabian, Andalusian and the famous Royal Lipizzaner stallions, spectators will be amazed by their feats of strength and agility. The trainers, who are stars in their own right, are from the famous Herrmann family, dating back to the early 1900s. Now, with 3 generations of the Herrmann family featured in this show in full costume, they bring you an exhibition that will astound and amaze you with beauty and talent. All horses are on display during Fair exhibit hours, not just during their daily performances!

Dr Pepper and Clear Channel Radio presents the Dr Pepper Karaoke Contest, located on Gordon Cooper Boulevard, across from Barn #1. The Oklahoma News Network, Total Traffic Network, 96.1 FM KXY, 101.9 FM The Twister, KJ103, 94.7 The Buzz, AM 1000 KTOK and AM 1340 KEBC will promote a daily contest seeking Oklahoma’s shining Karaoke Star! Each day a selected Clear Channel station will broadcast live from 5 – 7 p.m. encouraging listeners to come and sign up at the Dr Pepper Karaoke location at 6 p.m. for a sensational singing competition. The selected contestants will then belt out the tunes daily at 7 p.m. trying to qualify for the finals on Sunday, September 24 at 6 p.m. Great prizes include a recording contract, complete w/ studio time, and a trip for two to Cancun, Mexico (contestants must be 18 years of age or older). Bring your best pipes or come cheer on a friend.

Other returning favorites include the Thrill Zone, the Giant Slide, the Kiddie Tractor Rides, the Antique Tractor Display, Parade & Pulls, the Auto Show, local talent on the State Fair Bandshell, Runa Pacha, the Express Clydesdales, the Band Day Parade, great State Fair food and the many, many exhibits and vendors, both inside and outside.

“Indeed, this year’s Oklahoma State Fair is, once again, bigger and better than ever. And, with our continued emphasis on creating a clean and fun grounds for our guests to enjoy the Fair, we expect this year’s State Fair to be an even bigger success,” O’Toole concluded.

The 2006 Oklahoma State Fair runs September 14 through Sunday, September 24, at State Fair Park in Oklahoma City. Event tickets are on sale now at all tickets.com Outlets including the State Fair Arena Box Office, online at www.tickets.com, Homeland Stores (Oklahoma City and Tulsa) or by calling 1-800-511-1552. Visit us at www.oklahomastatefair.com for complete information regarding the 2006 Oklahoma State Fair.

