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PRESS RELEASE

THE HEART O' TEXAS FAIR & RODEO ENDS ON A POSITIVE NOTE DESPITE SEVERAL RAINY DAYS

Waco, TX (October 22, 2009) – The 2009 Heart O' Texas Fair & Heartland ProRodeo Championships was held October 9-17. Despite several rainy days, the overall gate attendance was 201,000 which was down 10% from 2008, however this was less than expected due to pre-sale tickets. Rodeo attendance was up from last year including a sold out rodeo performance on Saturday, October 17th.

Attendees at the Heart O' Texas Fair & Rodeo enjoyed great live entertainment on the Bud Light Music Stage, the Hometown Stage and the HOT Spot Stage as well as various Midway rides, carnival games, food and drinks, livestock show, Creative Arts exhibits, academic rodeo, Wild West Marketplace, Heartland's Got Talent, karaoke contests, wiener dog races, new attractions and more.

The Locked & Loaded event had a great crowd and those attending helped raise more than \$38,000 in scholarships provided by the South 40 Committee. The parade was held on October 6th with over 130 entries which set a new record for the number of entries in the parade. The wiener dog races, a crowd favorite, had over 65 entries and the 1st Annual Heartland's Got Talent enjoyed a successful event with over 75 entries. Livestock Show entries were up almost 5% from last year and the Creative Arts Division had over 1,000 entries.

The goal of the Heart O' Texas Fair Complex is to educate through entertainment and agricultural experiences as well as to become the center of entertainment in Central Texas. Held at the Heart O' Texas Fair Complex in Waco, TX, the Heart O' Texas Fair & Rodeo is held annually with over 200,000 in attendance in 2009. For more information about the Heart O' Texas Fair Complex, visit www.hotfair.com.

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