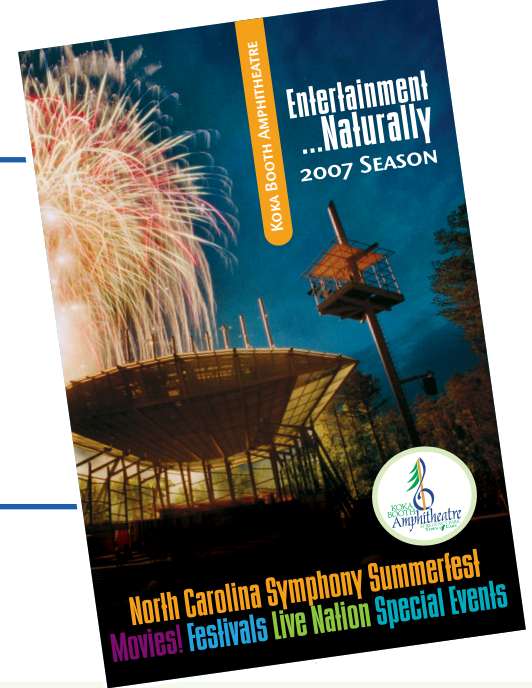


koka booth AMPHITHEATRE season program

koka booth amphitheatre facts:

- 7-month season runs from April to October.
- Features an eclectic array of events including: House of Blues live music concerts, festivals, the NC Symphony Summerfest Series and Movies by Moonlight.
- Permanent home at Regency Park in the town of Cary, on 14 acres of expansive hardwoods and pines.
- Recognized as one of the five best small amphitheatres in the country. (2003)
- Nominated for the prestigious 'Red Rocks' award, given annually by Pollster Magazine. (2003)
- Informal atmosphere offers both open lawn and reserved seating on the specially designed crescent deck.



past events:

concerts:

- *Kenny Rogers*
- *k.d. lang*
- *Hootie & The Blowfish*
- *Bob Dylan*
- *Tracy Chapman*
- *Willie Nelson*
- *Sheryl Crow*
- *John Prine*
- *Indigo Girls*
- *Nickel Creek*
- *Ben Harper*
- *Joe Cocker*
- *Clay Aiken*
- *Alison Krauss*
- *Jack Johnson*
- *Bruce Hornsby*
- *O.A.R.*
- *Norah Jones*
- *Harry Connick Jr.*
- *Irish Tenors*
- *John Mayer*

festivals:

- *Great Grapes Wine, Art & Music Festival*
- *Carolina Arts Festival*
- *Independence Day Celebration*
- *Diwali Festival*
- *Celtic Fest*

movies:

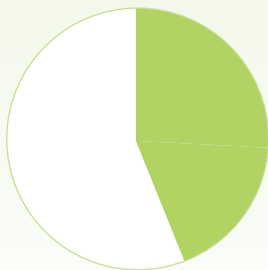
- *Bourne Supremacy*
- *My Big Fat Greek Wedding*
- *Curious George*
- *Pirates of the Carribean*
- *Madagascar*

distribution: 364,000

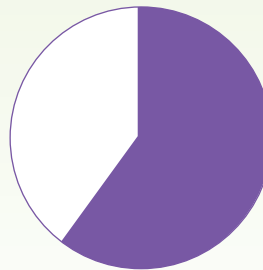
- Season runs from April to October with over 52 annual events, reaching a maximum potential audience of 364,000.
- Handed out to all patrons as they walk through the gates.
- **Captive audience** - The program is the only printed material to be distributed at events.
- Size increases the shelf life and probability that the program leaves with audience.

audience demographics:

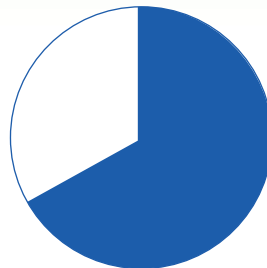
Biggest Market: Cary, Raleigh, Chapel Hill, Durham, Fayetteville.



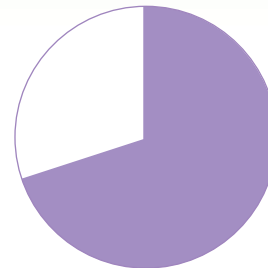
44%
earn \$50,000+
per year



60%
are female



67%
are married



70%
between
ages of 26-55