

MANAGEMENT RESOURCES (U.S. Marketing Report)

CONTRACTUAL OBLIGATIONS

Management Resources provided Expo 86 a major marketing and promotional effort in the Western United States, specifically in California; Los Angeles, Orange County, Riverside/San Bernardino, San Francisco, San Jose, San Diego, Sacramento/Stockton, Fresno, Chico, Redding, Bakersfield, Salinas/Monterey, Eureka, in Oregon; Portland and in Washington; Spokane. The program was divided into 3 major categories; target market promotions, target market presentations and a major sweepstakes promotions program. The goal of the entire program was to establish a marketing presence in the market from May of 1985 to July of 1986 and promoting the Exposition in those markets.

Management Resources utilized the following advertising mediums in the target market promotions:

Newspapers, magazines, radio stations, television, retailers (including clothing and food stores), shopping malls, special events, fast food outlets and/or Expo corporate sponsors.

The target market promotions consisted of a minimum of 56 separate promotions and included some of the following:

Ticket giveaways, parades, photo opportunities, visits by Expo Ernie, educational programs and special events.

Management Resources was committed to 100 special presentations to targeted travel audiences and Magic Kingdom Club Chapters. These personal presentations were given to targeted groups, employee groups of major corporations and other travel related industries.

The major sweepstakes promotion was intended to maximize awareness and exposure for the Exposition by involving a major retailer and radio stations. The promotion consisted of multi-level prize packages featuring all expense paid trips to the Exposition. The retail partner was to be a major grocery or merchandise retailer in the market such as Safeway, Alpha Beta, J.C. Penny, Sears or a retailer of similar size and market impact.