



NEWS RELEASE

OKLAHOMA STATE FAIR, INC.
MEDIA RELATIONS DEPARTMENT
P.O. BOX 74943
OKLAHOMA CITY, OKLAHOMA 73147
PHONE: (405) 948-6700
FAX: (405) 948-6828
www.okstatefair.com - www.okstatefairpark.com



October 15, 2007
For Immediate Release:

OKLAHOMA STATE FAIR® CENTENNIAL EXPO DOMINATES THE MONTH OF SEPTEMBER AT STATE FAIR PARK

Although the month of September was dominated by the Oklahoma State Fair® Centennial Expo, there were a handful of other events that took place at State Fair Park during the month.

State Fair officials announced recently that the Oklahoma State Fair® Centennial Expo was a success. Total attendance for the 11-day run was up 6%, over last year, to approximately 1.1 million fairgoers. The State Fair celebrated the state's centennial with many centennial-related activities and events including an appearance by Miss America 2007 Lauren Nelson on the opening Saturday. This annual family-friendly event generated close to \$118 million in direct spending into the Oklahoma City economy.

In addition to the State Fair, there were five other events during the month of September at State Fair Park. These events included a National Team Penning event, Buchanan's Antiques & Collectables Market, the Sooner Gun Show, the Indian Territory Australian Shepherd Dog Show and a State Fair Speedway Auto Race. In all, there were 1,105,025 people attending the 230 event days held at State Fair Park in September, generating over \$120.2 million in direct spending into the Oklahoma City economy.

For more information regarding the September events, or any upcoming months, please contact the Fair Park Office at (405) 948-6704. You may also obtain information by contacting us at www.okstatefairpark.com on the Internet. InFAIRmation, the official newsletter of the Oklahoma State Fair and State Fair Park, is now available as a free on-line publication. Subscribe by visiting us at www.okstatefair.com and clicking on the "press releases" link.

-30-

Contact: J. Scott Munz at (405) 948-6700 or smunz@okstatefair.com