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**FAIR APPOINTS ROBERT HOHENSTEIN AS NEW CHIEF OPERATING OFFICER**

MIAMI, FL – January 21, 2011 – The Miami-Dade County Fair announced today that Robert Hohenstein has been appointed to the position of Chief Operating Officer. In this role, Hohenstein will be responsible for all aspects of Finance, Human Resources, Marketing and Entertainment at The Fair.

“In his career, Hohenstein has demonstrated proven operations expertise and broad based senior level management experience,” commented Phil Clark, chief executive officer of The Miami-Dade County Fair. “As we embark upon our 60 year mark and we gear up for a 2011 Fair that promises to offer more LIVE experiences with LIVE music, LIVE shows and LIVE events, we are happy to welcome Robert to our team and look forward to the invaluable contributions that he will make.”

Most recently as Senior Director of Marketing & Sales of PARC Management, LLC in Jacksonville, FL, Hohenstein managed a portfolio of 25 theme parks, water parks, family entertainment centers and NASCAR SpeedParks. Here he had direct responsibility for all strategic marketing, operations and sales planning and tactical executions for the five NASCAR SpeedParks, 8 PARC Family Fun Centers as well as two additional properties in Myrtle Beach, South Carolina.

Prior to this, as Vice President of Marketing at Paramount Parks, Inc. in Richmond, Virginia and Charlotte, North Carolina, he directed all business to business and consumer strategic and tactical marketing and sales planning. Previously Hohenstein held senior marketing positions at Arlington Convention & Visitors Bureau, Arlington, TX and Six Flags, Inc. in New Jersey, Houston and Arlington, TX.

Hohenstein holds an MBA in Marketing and Finance from Southern Illinois University and a Bachelors Degree in Human Resources Management from the University of Missouri.

The Fair reaches its 60<sup>th</sup> year mark...pushing the LIVE Experience to the Next Level! Live the Experience | March 17 through April 3, 2011. Be There, The Fair.

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