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FOR IMMEDIATE RELEASE

“EXPRESS ACCESS” AVAILABLE FOR FIRST TIME AT THE FAIR

**VIP and Advance Discount Tickets on Sale Now
for the 2012 Miami-Dade County Fair**

MIAMI, FL – January 18, 2012 – For the first time in its history, the Miami-Dade County Fair will be featuring the “Express Access” pass. Fans will experience the thrills of hundreds of rides faster than ever before by skipping the regular lines. Each ride will have a separate express lane allowing guests to move faster to the rides. The “Express Access” pass will be available each day of The Fair at the Ride Ticket Booths, and is now available online.

In addition, Ultimate LIVE! Experience packages return with the new “Extreme Opening Weekend” featuring MMA, Boxing and Wrestling along with the most spectacular entertainment in the area. General seating to all Main Stage, Extreme Zone and on-ground events are FREE with paid park admission of \$8 in advance or \$10 during the event. Fans can VIP their experience to a select LIVE! shows by purchasing the Ultimate LIVE! Experience or Ultimate Live! Experience Plus packages. The Ultimate LIVE! Experience package includes one (1) front row reserved seat, one (1) Meet & Greet with artist, one (1) fair admission and one (1) sheet of ride tickets for \$49.99. For an additional \$15, guests can purchase the Ultimate Live! Experience Plus Package that includes the same perks plus the new “Express Access” pass.

Fairgoers can take advantage of discounts on admission and rides by purchasing tickets now. The Advance Discount Ticket Program for The Fair offers single general admission ticket for \$8.00, regularly \$10.00; P*O*P (Pay One Price) Unlimited Ride Pass for \$20.00, regularly \$25.00; and a 22 Any Day Ride Coupon Card for \$17.00,

regularly \$25.00. Patrons can purchase advance discount tickets online at www.fairexpo.com/thefair or at local retailers and organizations.

The Miami-Dade County Fair celebrates its 61st Annual Fair in 2012, and is ranked as the largest fair in Florida, attracting well over half a million visitors annually. The 2011 edition of The Fair™ saw over a four percent increase in attendance. In cooperation with the Miami-Dade County Public Schools, The Fair showcases the artistic and academic talents of more than 45,000 students through competition and exhibition, with winnings totaling more than \$475,000 annually in cash premiums, awards, trophies and plaques. The mission of the Miami-Dade County Fair is to give back to the community by sponsoring athletics and academics. In its 61 year history, The Fair has donated more than \$8 Million in scholarships, awards and premiums. The 2012 Fair is scheduled to run March 15 – April 1.

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