

HYPERVIBE



COUNTRY USA MUSIC FESTIVAL
HYPERVIBE INC.

Welcome to COUNTRY USA 2017

America's Maximum Country Music & Camping Festival



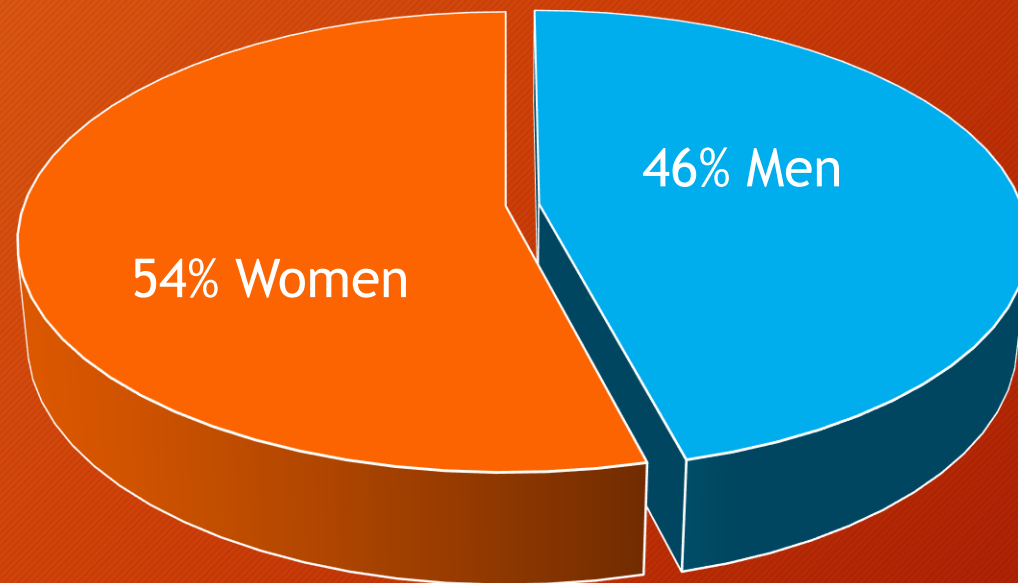
- Once again, COUNTRY USA, *The Maximum Country Music and Camping Festival* at Oshkosh, Wisconsin has delivered gigantic record attendance and has become one of America's biggest and most unique country music festivals. Located at Ford Festival Park...the COUNTRY USA 2017 festival spectacular promises to be even bigger and better than ever with 60 acres of concert grounds located on a huge 300-acre festival park.
- Now coming up on its 22nd year, this unique five-day festival has been named one of America's top three outdoor music festivals by The Weather Channel!
- To top it all off, in 2017 we will be pulling out all the stops with an incredible \$2.8 Million Dollar Talent Line-up including some of country's biggest names including, Blake Shelton, Florida Georgia Line, Rascal Flatts, and more! More than 50 acts are slated to perform on four non-stop entertainment stages.
- COUNTRY USA has featured such artists as: *Kenny Chesney, Luke Bryan, Jason Aldean, Tim McGraw, Taylor Swift*, and so many more in its 20 year history of hosting an all-star talent line up.

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2016 Attendance and Gender Breakdown



- COUNTRY USA 2016 hosted a total attendance of 149,000 fans with an average of 30,000 per day.

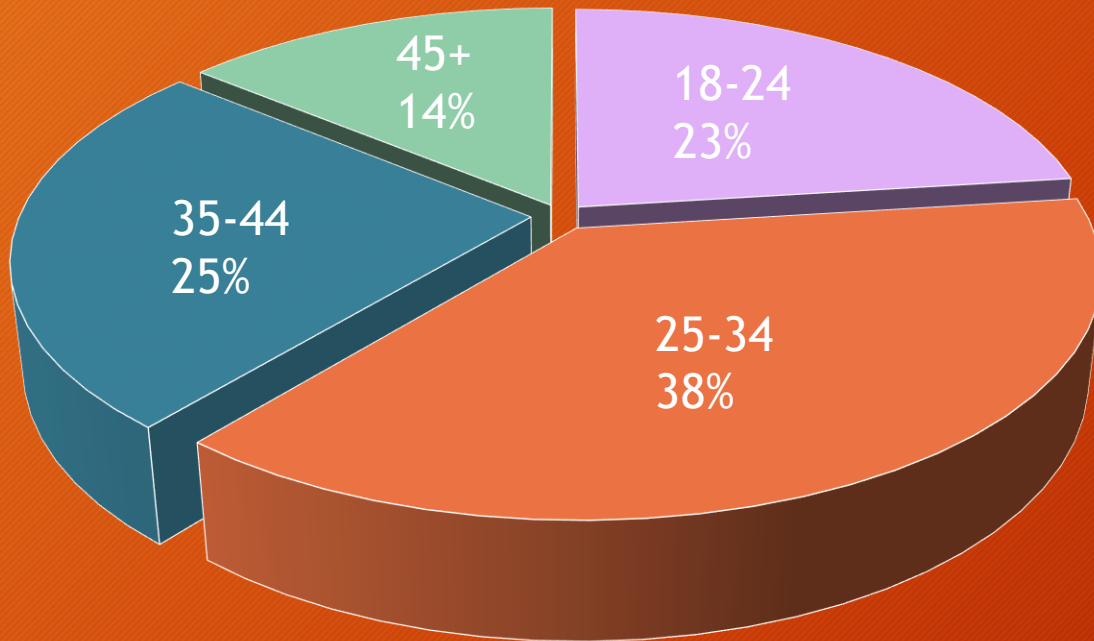


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Age and Income Distribution

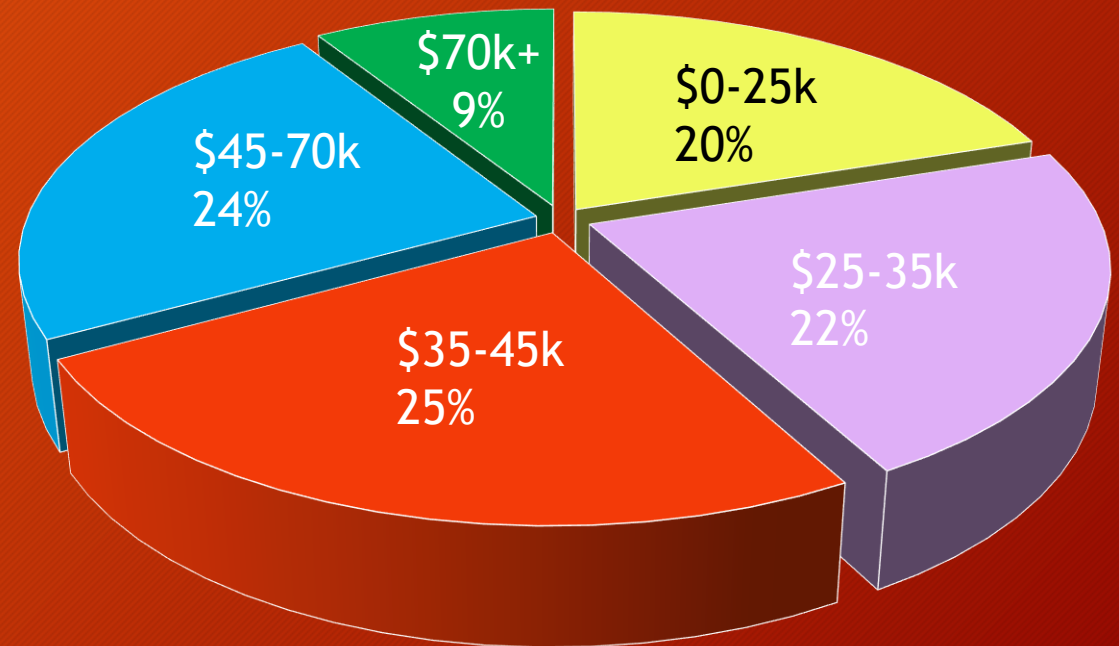


Age Distribution



■ 18-24 ■ 25-34 ■ 35-44 ■ 45+

Income Distribution

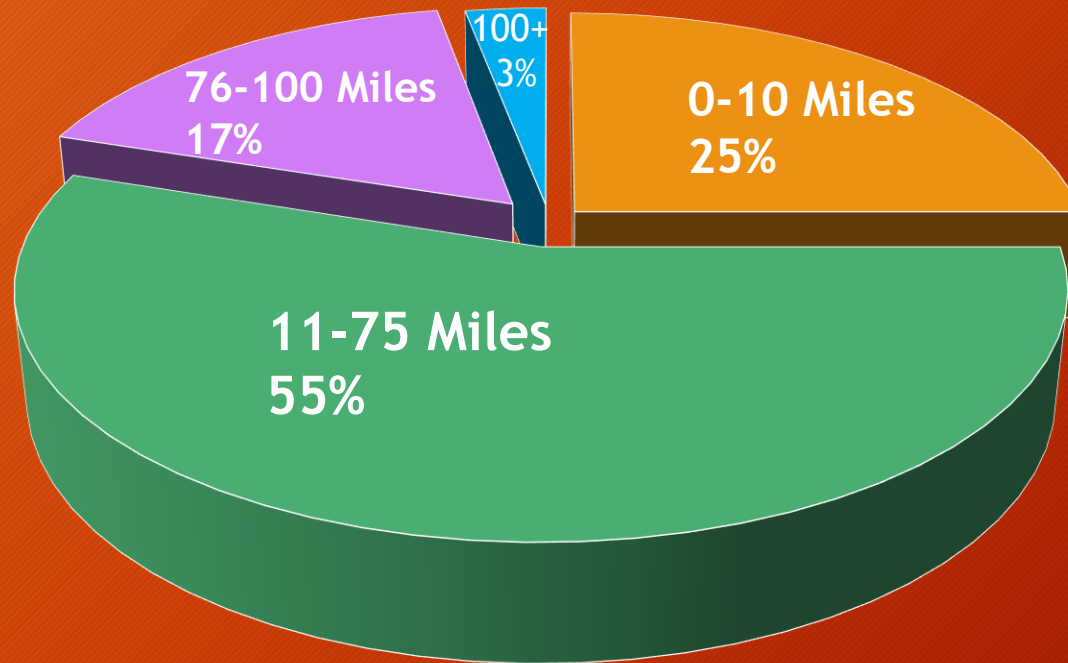


■ \$0-25,000 ■ \$25,001-35,000 ■ \$35,001-\$45,000 ■ \$45,001-70,000 ■ \$70,000

Geographic Distribution of Attendees



Miles Traveled



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Advertising and Entertainment Budget



- Advertising Budget: ***\$410,000 annually***
 - Our advertising budget consists of radio, social media, web based, and e-mail campaigns. We rely heavily on radio spots and social media marketing for most of our exposure to our target fan.
- Entertainment Budget: ***\$2.8 million in 2017*** (\$2.7 million in 2016)
 - Our festival model is to deliver world-class entertainment in a contagious festival environment for the lowest ticket price around. At no other festival are you able to see country's biggest stars for such a low and affordable price.

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For more information visit: www.countryusaoshkosh.com

Hypervibe, Inc.

2065 American Drive, Suite A

Neenah, WI 54956

920-882-4944

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