



FACTS

Welcome To **COUNTRY USA 2012**

America's Maximum Country Music & Camping Festival

June 19-23 ~Oshkosh, Wisconsin

11-17-11

Once again, COUNTRY USA, *The Maximum Country Music and Camping Festival* at Oshkosh, Wisconsin has delivered gigantic attendance at 157,428 and has become one of America's biggest and most unique country music festivals. Located at Ford Festival Park...the COUNTRY USA 2012 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 17th 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, we will be pulling out all the stops with an incredible \$2 Million Dollar Talent Line-up including such world-class superstars as **THE BAND PERRY.....BRAD PAISLEY.....SUGARLAND.....KEITH URBAN.....SAWYER BROWN.....THOMPSON SQUARE.....JOE DIFFIE.....JOHN ANDERSON.....JOHN MICHAEL MONTGOMERY.....JERROD NIEMANN.....PHIL VASSAR.....TRACY LAWRENCE.....CLAY WALKER.....**and that's just for starters! More than 50 acts are slated to perform on four non-stop entertainment stages.*

Be sure to check it all out at: www.countryusaoshkosh.com.

It just doesn't get any hotter! And it happens only at Country USA.

ATTENDANCE PROFILE INFO

2011 Attendance: 157,428

Men	44%
Women	56%

Distance Traveled (Miles)

0-10	15%
11-75	47%
76-100	22%
100+	6%

Prime Attendance Ages

18-24	18%
25-34	38%
35-44	28%
45+	16%

Household Income

\$0-\$25,000	18%
\$26,000-\$35,000	20%
\$36,000-\$45,000	21%
\$46,000-\$70,000	27%
\$70,000+	14%

Advertising & Promotion Budget \$400,000

Entertainment Budget \$2.1 million