

EXHIBIT 1
NEW YORK STATE FAIR – 2015 TICKETS SOLD BY DOLLAR AMOUNT

Electronic Tickets 2015?		<u>Ticket Cost</u>	<u>Count Sold*</u>	<u>Gross Revenue</u>	<u>Cash%</u>	<u>Credit Card %</u>	<u>Gross Revenue Paid by Credit Card</u>
Rate One - Free							
YES	Non-Paid Admissions (static bar code each type)	Total - Rate One	360,000	\$ -			
	Chevy Promotion	\$ -					
	Children	\$ -					
	Law Enforcement Day	\$ -					
	Fire & Rescue Day	\$ -					
	Amphitheatre Concert	\$ -					
	Special Service	\$ -					
	Seniors	\$ -					
	Exhibitors/Employees	\$ -					
	Armed Forces Day	\$ -					
	Other	\$ -					
Rate Two - Free							
NO	Non-Paid Admissions (unique barcode each type)	Total - Rate Two	41,500	\$ -			
	Not For Profits	\$ -					
	Labor Day Parade	\$ -					
	Bubble Blast	\$ -					
	Crucible	\$ -					
Rate Three - .01 to \$10							
YES	General Admission - Main Gate 1	\$ 3.00	16,000	\$ 48,000	90%	10%	\$ 4,800
	General Admission - Main Gate 1	\$ 10.00	59,000	\$ 590,000	90%	10%	\$ 59,000
	General Admission - Main Gate 1	\$ 1.00	13,000	\$ 12,939	100%	0%	\$ -
YES	General Admission - Advance Sale	\$ 6.00	19,000	\$ 114,000	4%	96%	\$ 109,440
YES	Cyber Monday	\$ 3.00	10,000	\$ 30,000	0%	100%	\$ 30,000
YES	Cinco DeMayo	\$ 5.00	6,000	\$ 30,000	0%	100%	\$ 30,000
YES	\$1 Labor Day	\$ 1.00	2,000	\$ 2,000	0%	100%	\$ 2,000
YES	General Admission - Advance Sale	\$ 10.00	3,000	\$ 30,000	0%	100%	\$ 30,000

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NO	General Admission Gates - 3,4,9,10,11,12	\$	10.00	143,000	\$	1,430,000	N/A	N/A	
NO	Advanced Sale Outlets - General Admission	\$	6.00	223,000	\$	1,338,000	N/A	N/A	
NO	Total Parking Passes and EZPass Parking Sold	\$	5.00	188,000	\$	940,000	N/A	N/A	
NO	Paid Vendor	\$	3.00	35,000	\$	105,000	N/A	N/A	
NO	Group Discount Admissions	\$	5.20	17,000	\$	88,400	N/A	N/A	
Total - Rate Three				734,000					
Rate Four - \$10.01 to \$30									
NO	Advanced Sale Outlets - Wades Ride All Day	\$	20.00	33,000	\$	660,000	N/A	N/A	
YES	Ride All Day Wades	\$	20.00	9,000	\$	180,000	3%	97%	\$ 174,600
YES	Frequent Fairgoer	\$	30.00	1,100	\$	33,000	26%	74%	\$ 24,420
Total - Rate Four				43,100					
Rate Five - \$30.01 and above									
YES	Mega Pass Wades	\$	70.00	1,000	\$	70,000	25%	75%	\$ 52,500
Total - Rate Five				1,000					
Grand Total - Tickets Sold				1,138,100					
Total Revenue Collected via Credit Card									\$ 516,760

2015 % of sales by credit card type:

AMEX	5%
VISA	61%
DISCOVER	5%
MASTERCARD	29%

*Count sold rounded to nearest 1,000