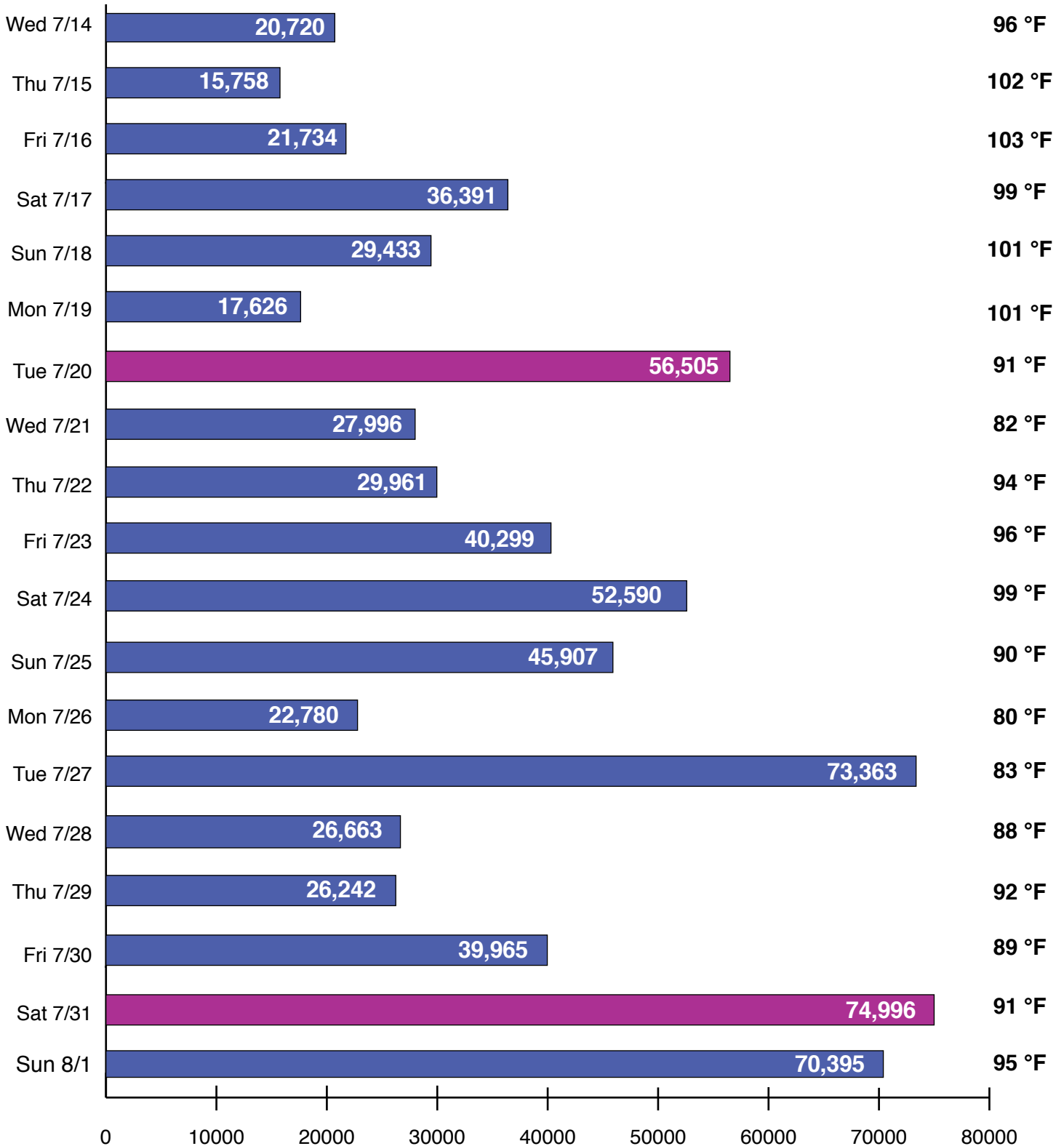


Total Daily Attendance

2010 California State Fair



Additional Notes:

- Attendance for Tuesday, July 20, was a record high for Tuesday attendance.
- Attendance for Saturday, July 31, was highest total attendance for a closing Saturday in last 5 yr.
- Overall attendance for 2010 California State Fair increase by 10.1%.