



PMG, KING WILLIAM FAIR TEAM UP FOR SECOND SUCCESSFUL YEAR

For the second year, the King William Fair Association has tapped PMG Retail & Entertainment, a division of PMG, Inc., to coordinate and manage admissions and ticket sales at its annual event. The 2008 Fair is scheduled for Saturday, April 26.

For 40 years, the King William Fair has offered a family-friendly, easy-going celebration of the last day of Fiesta San Antonio. Located in Texas' oldest historic district, the King William neighborhood just south of downtown San Antonio, the Fair offers local musical talent, arts and crafts, and food and refreshments, along with great activities for children in Kid's Kingdom.

In 2007, the King William Association, which stages the annual event, contracted with San Antonio-based retail and entertainment agency PMG to manage admissions, ticket sales and cash control processes for the Fair.

“With the success of our partnership with PMG last year, it was natural for us to turn to them again to ensure another great King William Fair in 2008,” said Fair Chair Rose Kanusky. “It’s so important for our guests to feel at home from the moment they first arrive at the Fair, and PMG staff provides that feeling.” Ms. Kanusky noted that revenues are important because proceeds from the Fair support Alamo Community College District scholarships, local schools, student art initiatives such as SAY Sí, and community beautification programs.

For the Fair, PMG organizes a turn-key operation, training more than 100 admission and ticket ambassadors to ensure smooth-running lines at all entry and ticket sales booths, as well as reliable cash handling.

PMG Vice President of Marketing Services Samantha Sargeant said “We are so pleased to be back to manage admission and ticket sales on behalf of the King William Fair. This is such an exciting and

rewarding event. Both locals and tourists enjoy the beauty and culture of the historic district, and this event provides funding to support local arts, schools, and beautification programs. It's a win-win for everyone!"

Ms. Sargeant explained that for the King William Fair, PMG customized a two-hour training class for all admissions and ticket staff, including mandatory instruction in cash handling and a strong emphasis on delivering excellent guest service.

In 1967, the King William Association was chartered as a non-profit corporation to preserve the oldest historic district in the state of Texas and to promote the unique cultural heritage of San Antonio. To further that mission, the Association hosted its first Fair in 1968. Since then, the Fair has grown from a one-block arts exhibit to a major Fiesta event. In 2008, the Association is partnering with Valero Energy Corporation, H-E-B, Alamo Segway, and Frost Bank to present the Fair. For more information on the King William Fair, visit their website, www.kwfair.org.

Founded in 1992, PMG is an award-winning marketing, retail and event services agency. PMG clients include Unilever Foods NA, H-E-B Grocery Co., Republic National Distributing Co., The Hershey Co., The National Pork Board, Clorox, and Gallo Winery. The company has offices in San Antonio, Texas and Chicago, Illinois.

For more about PMG, call (210) 341-8877, or visit their website www.pmgsuccess.com.