



Britt Festivals 2006



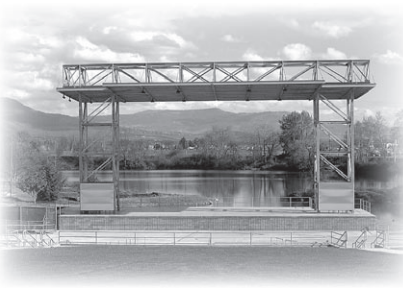
Survey Brings Changes at Lithia Motors Amphitheater

Last fall, Britt Festivals conducted an extensive survey of patrons who attended its three concerts at the new Lithia Motors Amphitheater. "The response was phenomenal, with over 1,300 surveys returned," according to Britt Executive Director Ron McUne.

"People seemed excited to rate their overall experience, ranging from food and service to ticket prices, policies and the facility itself. While the overall results were mostly positive, the survey identified problem areas that are bringing some policy and operational changes in 2006," said McUne.

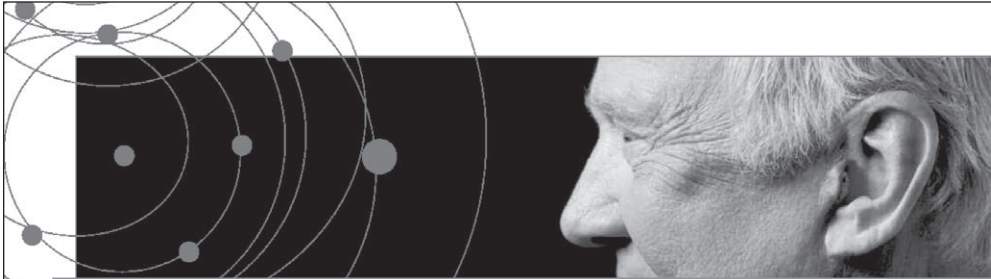
Over the past few months, Britt representatives have been meeting with Fair Board members and Expo management to make the amphitheater experience even better. This year, patrons will be allowed to bring in low profile sand chairs or back rests and there will be no restrictions

on the amount of bottled water that can be brought in. "The inspection at the gates will be a lot less invasive this year," says McUne. "We are really only concerned with restricting alcohol, food, weapons or items that could be a safety concern. The list of restricted items has been cut in half."



Fair officials are also promising that amphitheater concessionaires will offer a larger variety of food items and locations to minimize long lines. Efforts are also being made to provide better lighting at entrances and parking lots and traffic control at the end of concerts will be improved.

The policies at the Lithia Motors Amphitheater are specific to that venue and do not apply to concerts at the Britt Pavilion in Jacksonville. Call the Britt office at 779-0847 for detailed information on both concert locations or go to brittfest.org.



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