



Official Statement: KOVR

September 1, 2011

I'd like to briefly explain what the **The Event** services entail. **The Event** is a family friendly competition for the performing arts held at various Walt Disney World resorts. We provide the opportunity for parents and kids to learn about the entertainment industry and to network with dozens of industry professionals as well opportunities to meet and learn from today's hottest kid and teen celebrities. Currently, we host our events in Orlando, FL at the Walt Disney World Swan and Dolphin. In addition to the many different showcases and orientations the attendees participate, we also award prizes and cash valued over \$50,000 to the top performing talent for the week.

The Event is not an agency, casting company or management firm. Our open call events in local markets consist of an audition for **The Event** and a industry professional (agent, manager or casting director) who has talent they represent or who casts for major TV networks and films. It's like two auditions in one. If talent make it to the next round for **The Event** (which again is a completely separate audition from the industry professional at the open call) they will then be invited to attend our events in Orlando. All of this is outlined in our brochure which parents receive in advance at the open call as well as our website.

We are proud of our many success stories. We have many children, tweens and teens that have gone to personal and professional success, such as Landry Bender, who attended our event in 2009. She is currently starring as a lead in a major feature film THE SITTER with Jonah Hill, which is being released nationwide this summer and has worked on many national commercials. Another industry success story is Zayne Emory, who was discovered at our event and is currently recurring on Disney XD's "I'm With the Band," in addition to many guest starring roles on shows such as "Desperate Housewives" and "Criminal Minds".

Other success stories and detailed information can be found in our materials and online.

With respect to the specific questions raised in your email, based upon their content and the sources from which they derive, it is clear that your station unfortunately has placed a tremendous amount of confidence in the misinformation that continues to be propagated by the Better Business Bureau. Your approach to obtaining information from our company is typical of members of the media with whom we have dealt in the past, in that you appear to be going through the standard motions of reaching out to us to obtain our "official response" to complete your story, without any real intention of fairly representing our position. Historically, the responses or information we have provided to "consumer-focused" journalists has been distorted and/or ignored in favor of content that provides a more sensational story that will draw viewers.

In reality, there is no point in responding to your questions in detail, because it is obvious that you have already determined the slant and tone of your story which is clearly intended to lambast our company. As such, we have to assume that you will simply ignore and omit any answers we provide that contradicts the negative impact of your story, and we are uninterested in assisting you create "news" out of nothing. Your questions seem designed to ensure that we don't respond, likely so that you can present negative information about THE EVENT from an unrepresentative sample of parents and children who are willing to speak to you in a way that supports your story. The media purposefully approaches the few people who may not be interested in the opportunity our company provides, rather than seeking commentary from a representative cross-section of attendees. A perfect example of why your questions appear disingenuous is your question asking for the name and location of children who have found success in the business in connection with attending an EVENT. As you are well aware, we would have to obtain the consent of their parents to even provide that information, and we have no desire to publish information for minors who have attended an EVENT just because you are curious. It would not be fair to them and quite honestly, that is their business—not yours.

Finally, we are in active litigation against the BBB for misinformation that it has published about our company. While we dispute the BBB's entire rating system and mischaracterization of our operation, we are not in a position to respond more specifically to your questions to avoid the risk of prejudice to our claims.