



Spirit of California

The Entertainer

VOLUME 1, ISSUE 2

SPIRIT OF CALIFORNIA
ENTERTAINMENT GROUP, INC.

MARCH 2013

SPECIAL POINTS OF INTEREST:

• SOC management continues to evaluate financial offers from multiple investor / lender groups for the entertainment park construction financing.

• Negotiations are proceeding with a west coast electronic sign & advertising company to join with Spirit of California to establish agreements within the next few months. They will bring existing electronic sign assets & operations to the partnership.

They will also join with their existing talented staff with 95 years collective experience in the industry.

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Contract finalized with former Disneyland & Universal Studios Designer / Director

For the past several months Spirit of California management has been interviewing potential project designers for key elements of the Entertainment Park.

We are very excited that we are able to obtain the services of one of the world's premier designers and directors for the amusement park and entertainment industry. We have reached an agreement with Peter Alexander and his company Themed Future Concepts to provide feasibility studies and design concepts for the Amusement Park, Gaming Casino and Hotel.

Jim Rogers, CEO for Spirit of California explained "Peter Alexander's experience is invaluable to the success of the core of our Entertainment Park"

Peter Alexander's history with Disneyland, Universal Studios, Epcot Center and multiple other amusement parks, gaming casino's, hotels and retail centers

uniquely provides the visionary expertise to drive Spirit of California to reality.



Peter Alexander expressed "Our creative and management teams are really excited to be working with Spirit of California. We feel a project with this scope is long overdue in Northern California and will be a great asset to the entire area and Tracy in particular. There is not another project like it in the entire country and Northern California is fortunate to have it."

Selected resume highlights are:

Design & Construction Projects:

- Walt Disney World, Disneyland: Director, Project Management -Tokyo Disney, 1979-82
- Universal Studios: VP Planning & Develop-

opment, Universal Tour & City Walk Retail, 1982-91

- Treasure Island Casino/Hotel: Design/Build & Master Plan, Prairie Island, Redwing, MN Hotel & Casino Re-Theme Sioux Tribe, 1996

Key Theme Parks:

- EPCOT Center, Director of Project Management, Walt Disney 1979-82
- Tokyo Disneyland, Director of Project Management, Walt Disney 1979-82
- Universal Studios Hollywood, Director of Planning and Develop. MCA/Universal 1982-87
- Universal Studios Florida, VP & Executive Producer, MCA/Universal Core Design Team, 1988-91
- Six Flags Theme Parks, Executive Producer, Time-Warner, 1992-96

Key Feasibility Studies:

- Disney Ten Year Master Plan, Master Plan & Strategic Plan, 30+ Feasibility Studies, Walt Disney, 1981
- Six Flags Inc. Asset & Restructure Analysis, Gerson Lehrman NY, NY, 2008-9
- Decades Music Theme Park, Feasibility Study, Update Salt River Tribe Concept Cost Estimate, Phoenix AZ, 2007-12,

Selected Theme Attractions:

- Back to the Future: The Ride
- Earthquake, E.T. Adventure, Jaws: The Ride, King Kong: Kongfrontation (2) Creator & Exec. Producer, Universal Studios
- Dennis the Menace Tour, Police Academy, Butch Cassidy & The Sundance Kid, Batman Stunt Show, Robin Hood, Prince of Thieves, Designer, Producer, Six Flags
- Expo '86, Vancouver, CN
- Producer California Attraction

Prior general manager of Los Angeles Memorial Coliseum & Sports Arena agrees to Consultant Agreement for Festival Park development

We are happy to announce a consulting agreement arrangement with Patrick Lynch, previous general manager of the LA Memorial Coliseum & Sports Arena. Pat brings a wealth of experience from managing these

facilities in a major marketplace. We are excited to be working with Pat to bring entertainment to the Spirit of California's multiple venues for the enjoyment of Tracy and northern California.



California investors welcome:

Numerous Tracy and other California residents have become investors. We are able to extend the invitation for additional investor participation for a limited time. Minimum shareholder investments of \$5,100 are available to qualified investors.

We invite you to inquire about how to become part of the synergy. Please contact James Rogers for a private presentation regarding this unique opportunity at jrogers@spiritofcalifornia.com

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Visiting Spirit of California will forever redefine the meaning of amusement park

We welcome you to the most exciting and innovative entertainment park in the country.

Spirit of California has developed a master planned ultimate entertainment park that includes an Amusement Theme Park, Boat Marina, Festival Park, Gaming Casino, Hotel / Convention Center, Golf Course, Motorsports Park, Movie Studio / Museum / Stage-Theater, Retail Shopping and Condominiums, RV MotorHome Park, Sports Park and Vintner Center.

The synergy of these entities will provide one of the most exciting entertainment parks in the country and will become a "World Renowned" destination point.



Subsidiary Companies Progress

- Co generation & water purification company research & design studies are progressing for presentation and discussions with the City of Tracy in March 2013.
- The excitement continues within the Local farming community as families have expressed support for the Spirit of California development. The companies objective is to increase revenues from farming operations through new technology & alliances.



West Valley Mall sign adapted to proposed electronic signage

- Our Advertising companies negotiations with the West Valley Mall are progressing. We have created a design for electronic signage to replace the 205 freeway frontage existing sign.

- Management is receiving 2 proposals for further development of the Motorsports Park master plan. Both companies are world class designers of Indy Car & IMSA sports car racing facilities.

INSIDE STORY:

Negotiations are in process with a renowned international company for Spirit of California to host a Music Festival in September 2013 on the future Festival Park site.