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FOR IMMEDIATE RELEASE

CMSF 1st Fair in Nation to have iPhone Application

The California Mid-State Fair is pleased to announce the creation of its very own iPhone Application that can be download FREE from the iTunes Store. Download the app and keep up-to-date on all the concerts and events taking place at the 2009 California Mid-State Fair. Plus, you'll find maps, contact information and ticket pricing for all the shows and events.

The California Mid-State Fair is the first Fair in the nation to have its own iPhone application. The app was designed by Jacobs Media, a media consultant from Michigan (www.jacapps.com).

CMSF CEO Vivian Robertson said, "The app turned out great... just fabulous. We are very pleased to be on the cutting edge of technology and staying in touch with our fans. This gives iPhone users another way to connect with us."



Fans can stay in touch with The 2009 California Mid-State Fair via the iPhone app, Facebook, Twitter, an email distribution list or via text – by texting FAIR to 366948. For more information about all the ways to stay in touch, please go to the "Subscribe" button on the main page of the Fair's website at www.midstatefair.com.

This year's theme is "Take A Ride On The Wild Side"... the 2009 California Mid-State Fair runs July 22, 2009, through August 2, 2009.

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