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FOR IMMEDIATE RELEASE

**All-time Record Attendance Set at TRAINFEST 2010,
America's Largest Operating Model Railroad Show**

Milwaukee, WI: The largest number of model railroading fans in the event's 39-year history streamed into Trainfest 2010 this past weekend -- setting an all-time attendance record. With a nearly 9% increase in attendance over 2009, more railroading fans witnessed "America's Largest Operating Model Railroad Show."

Trainfest drew 23,476 unique attendees in 2010 -- a number which excludes the nearly 1,800 exhibitors who also participated in the show. Saturday attendance was at a new three-year high and Sunday attendance was at an all-time record high.

The Friday Product Showcase, a private preview event in its third year, hosted 28% more attendees than in 2009 as avid enthusiasts opted to purchase a special ticket to meet exhibitors, distributors and retailers in a quieter surround.

"Across the board in every attendance category we track -- from kids, adults, to hobby enthusiasts -- attendance was up unilaterally," said John Tews, Trainfest executive director. "The event even drew visitors from Japan, China and Germany! We are thrilled that so many friends of model railroading attended the event."

The success of the strong attendance was felt by retailers who experienced increased sales especially within the \$40-\$70 sale category. The most popular sales category was not surprising to Tews, "Considering now many enthusiasts were talking about 'kit bashing' and sharing what they were doing to modify kits, the price point bears out."

Attendees were not just admiring the train layouts and shopping, they were participating in manufacturer sponsored clinics and exhibitor demonstrations. Attendance at the clinics, held in second floor conference rooms

Trainfest, a non-profit organization, is sponsored by the Wisconsin Southeastern (WISE) Division, Inc. of the National Model Railroad Association (NMRA). In addition to showcasing dozens of layouts, manufacturers and hobby dealers, Trainfest features kid-friendly events designed to engage kids and teach them to the model railroading hobby. Trainfest 2010 was held at the Wisconsin Exposition Center at State Park Fair, Saturday, November 13 and Sunday, November 14.

and on the show floor, was up nearly 25%. Of particular interest were clinics on “How to Make New Look Old (Weathering)” and “The Making of Realistic Miniature People.”

Attendance at new on-site activities for kids exceeded expectations. The TRAINS 4 KIDS Storytime presented by Kalmbach Publishing, the Kidz LEGO® Brick Build & Play Area presented by Blau Pewaukee Road Layout, and face painting by Radio Disney were among the favorite interactive activities participated in by our youth. As John Tews so aptly stated, “It makes the volunteer planning of Trainfest all the more worthwhile when you see thousands of ‘future model railroaders’ getting into trains. Kids were absolutely enthralled with the layouts and it was obvious by the hands-on participation in make-and-take crafts or when they were racing trains on the dog bone shaped track, how much kid’s love model railroading.”

Early indicators show that it wasn’t just the kids who enjoyed the event, but adults did too. Accolades from manufacturers, exhibitors and attendees have been pouring into Trainfest organizers. “Every year we set goals, now the bar has been set so high with success met in every aspect of the event, we’re anxious to start planning Trainfest 2011. It will be our 40th Anniversary next year and we’ll be looking to create an even more of a sensational event.”

Note: Trainfest 2011 will be held November 12 and 13, 2011 at the Wisconsin State Fair Park Exposition Center.

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