


EXHIBIT 1

Promotional Material Referencing Mesika
at the Magic Castle in Los Angeles

<p>SEPTEMBER 17-23</p> <p>CLOSE-UP GALLERY EARLY PERFORMER YIGAL MESIKA LATE PERFORMER GEORGE TOVAR</p> <p>PARLOUR of PRESTIDIGITATION EARLY PERFORMER SHAWN MCMASTER LATE PERFORMER JOE MONTI</p> <p>PALACE of MYSTERY JOHN CARNEY AVNER THE ECCENTRIC</p> <p>W.C. FIELDS BAR FRIDAY & SATURDAY AARON FISHER</p>	 <p>GEORGE TOVAR</p>	<p>SEPTEMBER 24-30</p> <p>CLOSE-UP GALLERY EARLY PERFORMER PATRICK HEITKAM LATE PERFORMER LOU SERRANO</p> <p>PARLOUR of PRESTIDIGITATION EARLY PERFORMER JHEFF LATE PERFORMER GEORGE TOVAR</p> <p>PALACE of MYSTERY MARK HASLAM DAVID AVADON MARK BENNICK</p> <p>W.C. FIELDS BAR FRIDAY & SATURDAY JON ARMSTRONG</p>	<p>OCTOBER 1-7</p> <p>CLOSE-UP GALLERY EARLY PERFORMER PAUL GERTNER LATE PERFORMER PAUL GERTNER</p> <p>PARLOUR of PRESTIDIGITATION EARLY PERFORMER DAVID KOVAC LATE PERFORMER JON ARMSTRONG</p> <p>PALACE of MYSTERY AYE JAYE MURRAY SAWCHUK HILLEL</p> <p>W.C. FIELDS BAR FRIDAY & SATURDAY LORENZO CLARK</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

NOW PLAYING AT THE MAGIC CASTLE

JACK GOLDFINGER DIRECTOR OF ENTERTAINMENT 2010

<p>APRIL 26 - MAY 2</p> <p>RUDY COBY'S MAGIC VS. SCIENCE WEEK</p> <p>FEATURING RUDY COBY CHRIS KENNER ANDREW MAYNE BRIAN BRUSHWOOD FRANK OLIVIER MICHAEL CARBONARO BIZARRO THEORY11 LIVE AND MORE!</p>	<p>MAY 3 - 9</p> <p>MAGIC OF ISRAEL</p> <p>CLOSE-UP GALLERY EARLY PERFORMER ORI ASKENAZI LATE PERFORMER YIGAL MESIKA</p> <p>PARLOUR of PRESTIDIGITATION EARLY PERFORMER SHIMSHI LATE PERFORMER ASI WIND</p> <p>PALACE of MYSTERY MIKE ELKAN AMOS LEVKOVITCH HILLEL</p>	 <p>RICHARD TURNER</p>	<p>MAY 10 - 16</p> <p>CLOSE-UP GALLERY EARLY PERFORMER RICHARD TURNER LATE PERFORMER JASON TONG</p> <p>PARLOUR of PRESTIDIGITATION EARLY PERFORMER DOUG GORMAN LATE PERFORMER HELDER GUIMARAES</p> <p>PALACE of MYSTERY DAVID DEEBLE JASON ANDREWS TREVOR WATTERS & LORENA</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------