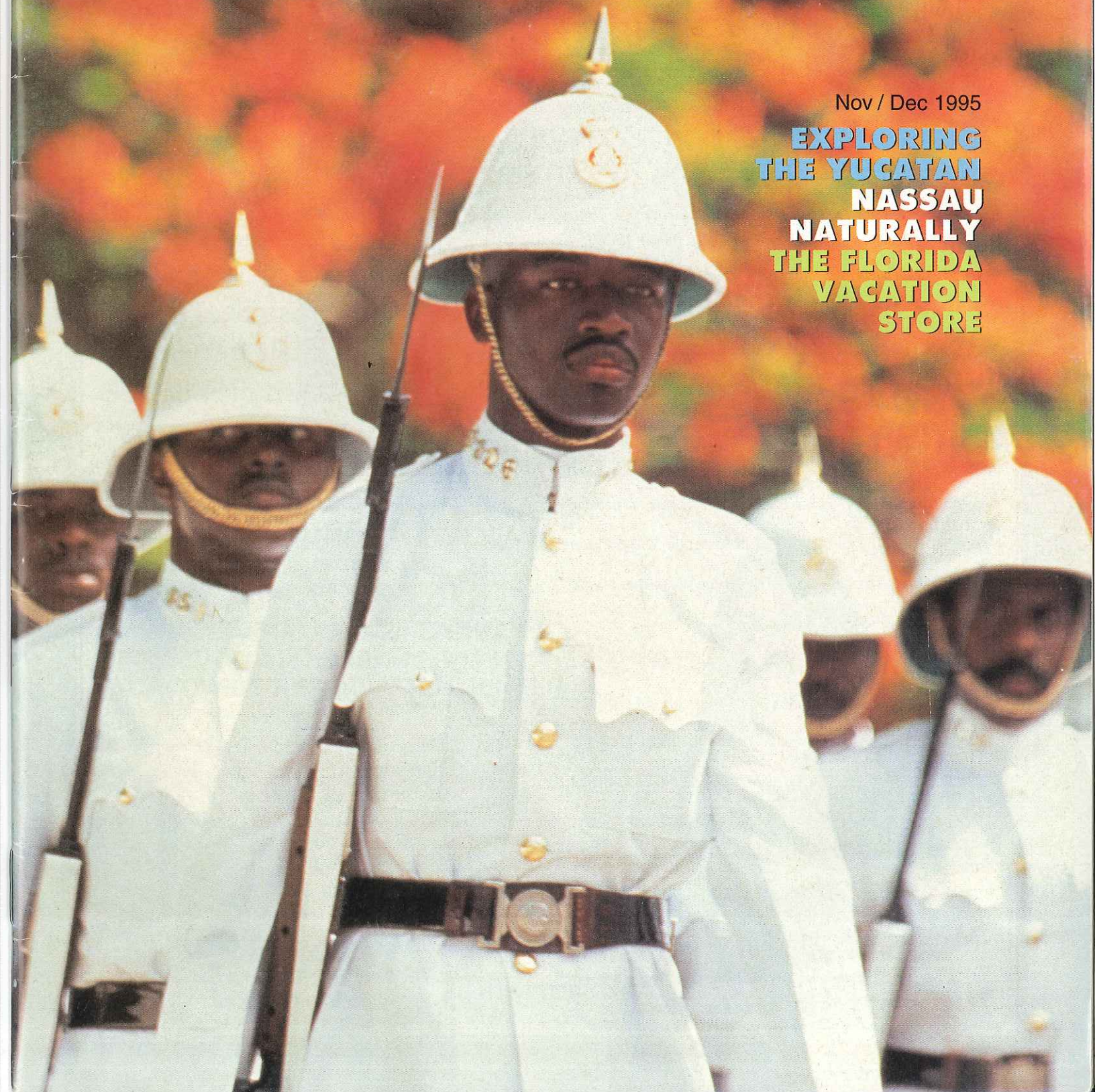


# Sun Country Airlines

Nov / Dec 1995

**EXPLORING  
THE YUCATAN  
NASSAU  
NATURALLY  
THE FLORIDA  
VACATION  
STORE**



# Melinda - First Lady of Magic!



**The Drill of Death.** Magicians are merchants of dreams, but often, dreams can turn into nightmares. In this unique illusion, performed by no one else, Melinda faces a giant industrial drill aimed right at her chest. Will she escape in time? Don't be too sure. This may be the most terrifying illusion in magic today. Premiering on NBC's prime time special *The World Greatest Magic II* November 22, 1995.

Inventing an illusion sounds like a shaky proposition at best. Melinda First Lady of Magic will attempt to prove that the combination of smart business and the art of illusion can work financial magic.

Melinda, along with other high-profile conjurers, including David Copperfield and Vegas super-duo Siegfried & Roy, is proving that magic is a viable force in the world of entertainment business, creating a multi-million dollar, world-wide industry based on the entertaining art of illusion.

No exception to the world of high-end magic, Melinda is taking her financial place among her colleagues, some of the most successful performers

of our time. As Melinda's popularity and recognition continue to increase, the accolades and awards stream in. Her recent induction into the Movie and Magic Hall of Fame, where she is the only female inductee, and her recognition as "Outstanding Magician of the Year" are but two of Melinda's most recent honors. USA Today has ranked Melinda as one of the top three magicians in the world and Travel Holiday says, "Melinda is the Best Known Magician in Vegas," and is regarded as the leading female magician in the profession.

A primary force behind this onslaught of recognition and achievement is Stephen Zadrick, CEO of Worldwide Magic, who has achieved the much needed expansion

money commitment by negotiating and closing an agreement whereby Worldwide Magic became a wholly owned subsidiary of Universal Marketing and Entertainment, a publicly traded company listed on the NASDAQ Bulletin Board (symbol "UMEI"). Through UMEI, the public has had the opportunity to invest in Melinda's ongoing live touring and television special, as well as other aspects of her business affairs and development.

"We have assembled Melinda's Magic Dream Team, the finest professionals in the magic and entertainment field today," says Zadrack. The industry has credited Zadrack as being the visionary catalyst behind this amazing transformation of Melinda's career. Zadrack, who is the executive producer of Melinda's stage shows and foreign television special, adds that, "Over the course of the last year and a half we have enlisted such luminaries as writer/producer Gary Ouellet, Emmy Award-winning director/editor Alan Carter and set designer Bruce Ryan. We have enlisted the talents of the world's top illusion inventors and builders David Mendoza, Andre Kole and Don Wayne. To be able to work with such consummate professionals has truly been an amazing and rewarding process."

"In conjunction with these and other members of Magic's Dream Team, we have positioned Melinda to be the female equivalent of David Copperfield," says Zadrack. "We were weighing various expansion opportunities and decided our best offer for the necessary financing to take Melinda to the next level was with the public entity UMEI. Since the signing of our agreement with UMEI, we have gone full-throttle in delivering our all-new television oriented touring show, featuring all original magic and illusions." Zadrack allows as how this Dream Team and its 18-month program has provided Melinda with heretofore unheard-of opportunities, both domestically and internationally.

In recent months Melinda and her stunning illusions have been in constant media demand and Melinda is the buzz of the entertainment community worldwide. Hollywood legend Gary Pudney, who provided the top US networks with over nine hours of prime time network specials

in 1995 alone, says of Melinda, "She's paid her dues. She's the next big star!" Pudney went on to add, "We're now wrapping up Melinda's second appearance on NBC's World's Greatest Magic. Melinda is one of only three magicians, and the only female, out of the 20 participants in World's Greatest Magic II, to be invited back from last year's performance."

Melinda's entry into the realm of magic-based television specials couldn't come at a more opportune time. Gary Ouellet, accomplished author and producer of the magic arts, is known as the most influential man in magic today. Ouellet says of Melinda, "She has that rarest of talents-Star quality." David Copperfield's annual CBS-TV specials are among the most watched programs on television, providing a large-market outlet for advertising sponsors. NBC's World's Greatest Magic I (1994) was the network's highest rated prime-time special in that year, garnering a 23 share, and served to inspire multiple other network magic specials throughout the year. Copperfield, who has held a monopoly over the magic airwaves for years, has recently been surpassed by the team of Hearst/Jaffe/Pudney/Ouellet Productions, producers of "The World's Greatest Magic I & II." The latest contender to enter the field of televised magic specials is television icon and producer Dick Clark.

Covering all the bases, Zadrack mentions that one of the company's business arrangements places a media partner on board to help promote Melinda. "We have developed a sophisticated advertising and marketing campaign that could be an even more hedged bet on Melinda's continued development," Zadrack points out. "We are close to completing a \$10 million, five-year advertising support deal for Melinda and all of her ventures with an international media network."

Melinda's first prime-time international television special will debut during spring 1996 on Italy's foremost television network, Canal 5. The two-hour Italian airing will be followed by a one-hour German prime time airing on ZDF, one of Germany's

top networks. Following Italy and Germany, the special will be aired beginning mid-1996 in markets throughout Europe and Japan.

As the starring headliner of the World's Greatest Magicians tour, Melinda will spend the winter performing in 60 cities throughout the United States and Canada. Plans have Melinda performing her solo international tour in 1996/1997.

With a public and civic presence that continues to grow, Melinda is being recognized more and more by leaders in business and politics. In September 1995, Melinda received the Key to the City of Las Vegas and a proclamation from Las Vegas Mayor Jan Jones, commending Melinda for her decade of contributions to the commerce of Las Vegas, and September 28, 1995 was declared to be "Melinda First Lady of Magic Day" in the city.

In the United States Melinda remains in sharp public focus, with appearances during October on ABC-TV's "Mike and Misty Show," The America's Talking network, and NBC-TV's "The Today Show" with

Katy Couric, to name a few. With all of this in mind, the appeal of Melinda and of the Art of Magic is obvious—to fans and the business community alike.

Forbes magazine recently declared David Copperfield to be the fourth-highest grossing entertainer—surpassing even Michael Jackson and Madonna. Siegfried & Roy have recently completed their

five-year performance contract worth \$58 million and have re-signed for another five years for an undisclosed figure. Las Vegas magician Lance Burton has just signed a 13-year exclusive contract with the new Vegas casino-hotel The Monte Carlo, a deal valued at \$100 million over the span of the contract.

"To watch Melinda grow and become such a dynamic entertainer demonstrates what a person can do if they really believe," adds Zadrack. When asked about Melinda's upcoming tour Zadrack states that, "Given the opportunity, Melinda's beauty and her charm have the ability to touch one's heart and enrich one's soul." ☀

