

F O R I M M E D I A T E R E L E A S E

May 3, 2001

contact: Sandi Cottrell
phone: 619-640-6500
cell: 858-337-0522
email: sandi@imaginationent.com

SARAH SHEEHAN JOINS IMAGINATION ENTERTAINMENT

Sarah Sheehan has joined Imagination Entertainment as National Sales Manager. In this role, she works with the company's clients to design entertainment concepts suited to their business needs. She is also the main sales contact for the company's touring theatrical production shows.

In her previous position with the MGM Grand Hotel in Las Vegas, Sarah worked with corporate, association and incentive groups to produce special events at the MGM theme park. She became familiar with Imagination Entertainment initially as a client, through including the company's shows in the special events she produced in Las Vegas.

Sarah majored in theatre arts at the University of Minnesota, and soon thereafter began her career in special events. She gained an in-depth knowledge of production of celebrity performances and special event elements ranging from food and beverage management to headline entertainment, in a position she held at the South Beach Restaurant and Night Club in Minneapolis.

Sam Trego, President and Executive Producer of Imagination Entertainment said, "Sarah is a fantastic addition to our staff. With her unique background, she understands the client's needs, as well as the logistical and artistic elements of theatrical production. She has an unusual balance of creative and business talents. Our clients will love her warm, upbeat and enthusiastic personality."

Imagination Entertainment, based in San Diego, has been producing fully-orchestrated Broadway calibre shows for corporate and public audiences since 1995. The company's signature theatrical productions include "Il Circo", a cirque-style extravaganza, and "On Broadway". In May, 2001, Imagination Entertainment introduces "Cirque de la Mer" created for Sea World San Diego.

Contact Sarah Sheehan
(phone) 619.640.6500
sarah@imaginationent.com