



If What Happens Here Cannot Be.... Never Could

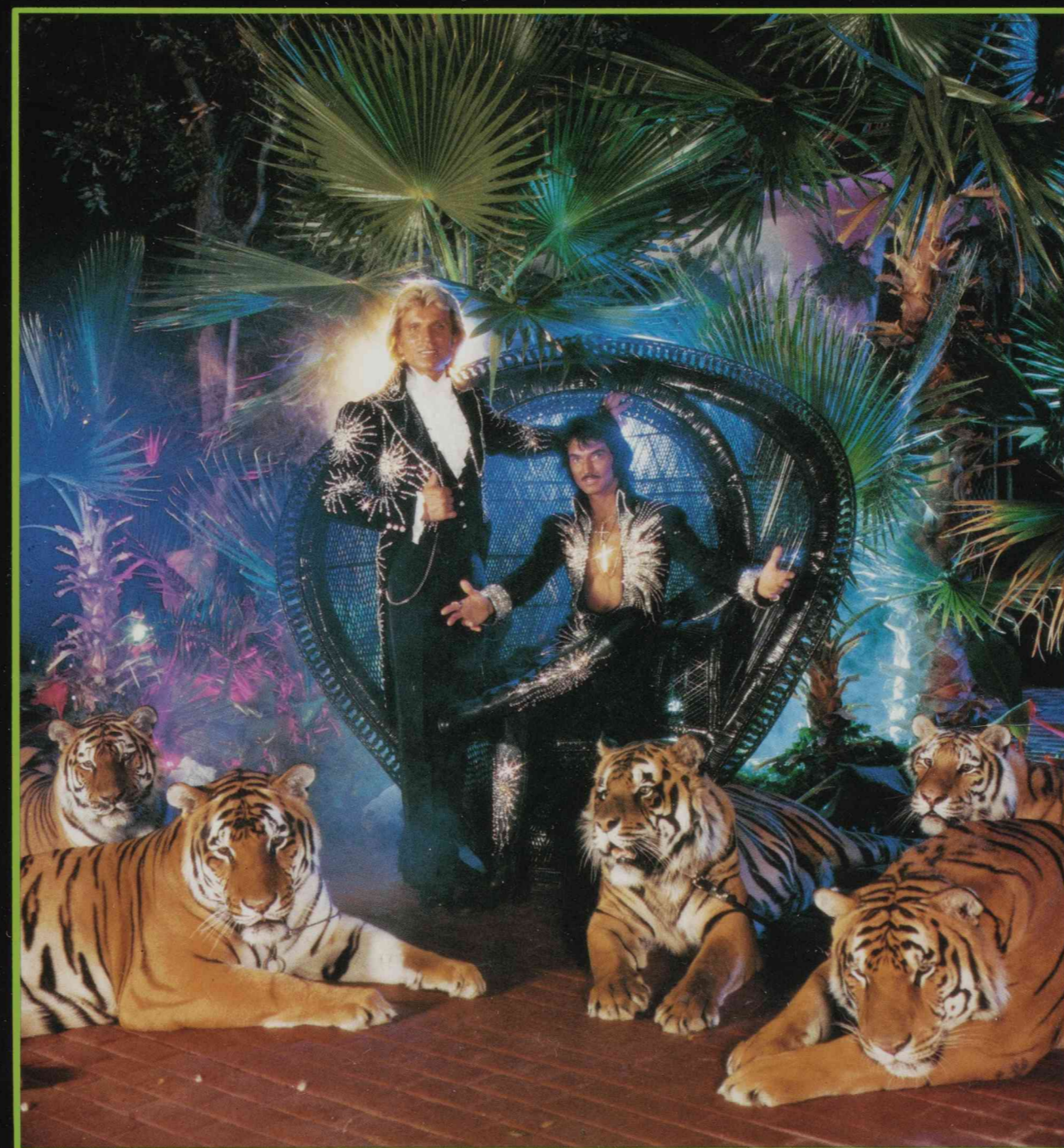
Credit Two Wizards of Joy

From the Farthest Shores of Reality ... From the World of Innerspace

...Siegfried & Roy

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Siegfried and Roy

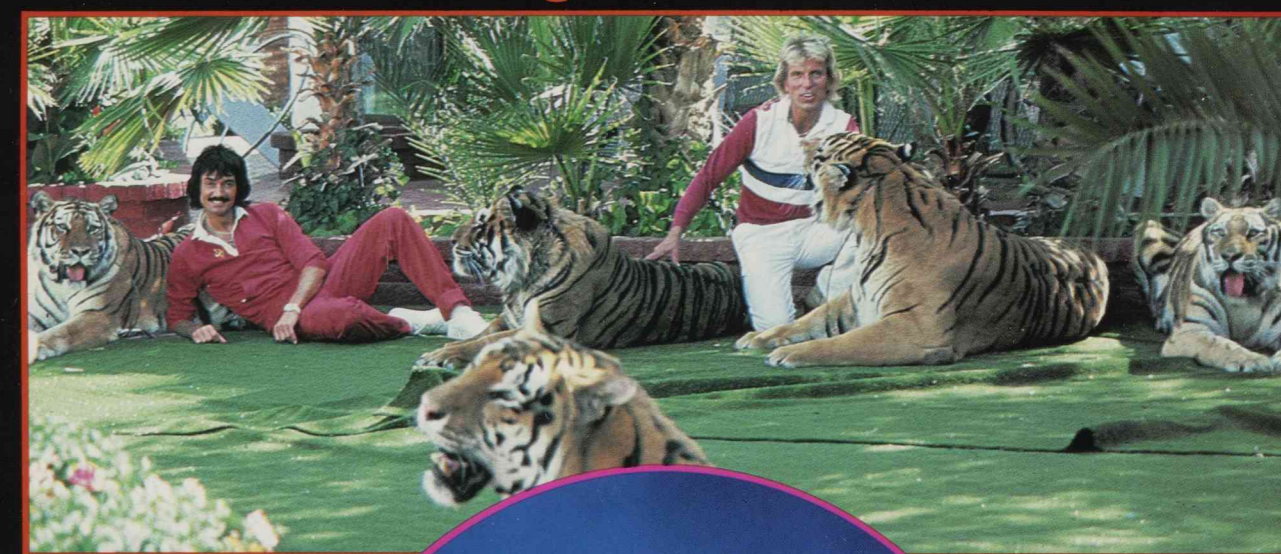


A World Beyond Belief

Kings of The Las Vegas Strip

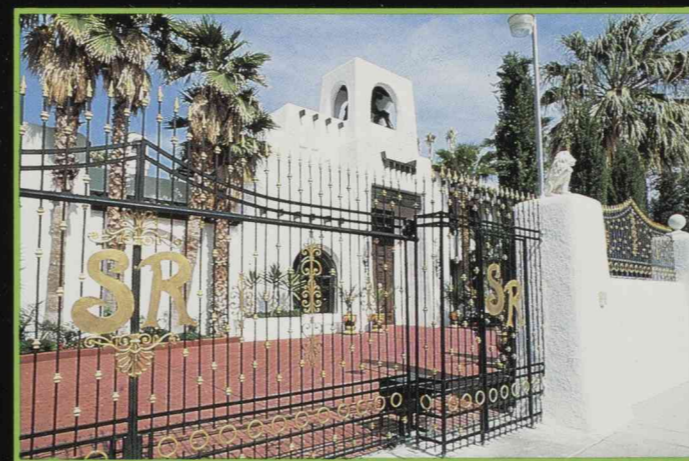
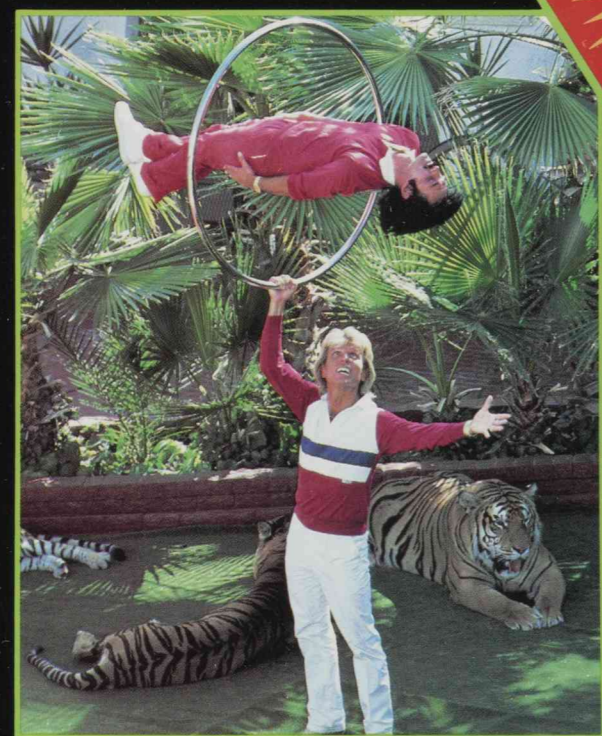
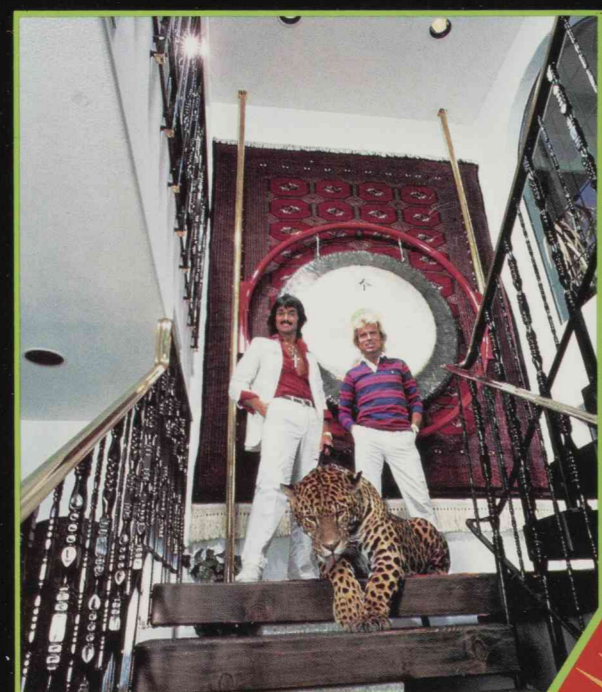


Lords of a Jungle Palace in the Desert



Rulers of a Realm Where Seeing is Not Believing

The Inner-World of Siegfried and Roy...



...Where Fantasy and Reality Transcend Time and Space.

Siegfried and Roy



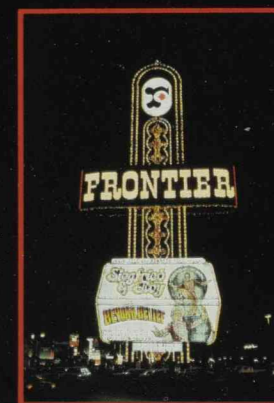
A World Beyond Belief

**SUPERSTARS OF MAGIC SIEGFRIED & ROY UNVEIL RARE WHITE TIGERS
AS NEW FEATURE OF "BEYOND BELIEF" SPECTACLE**

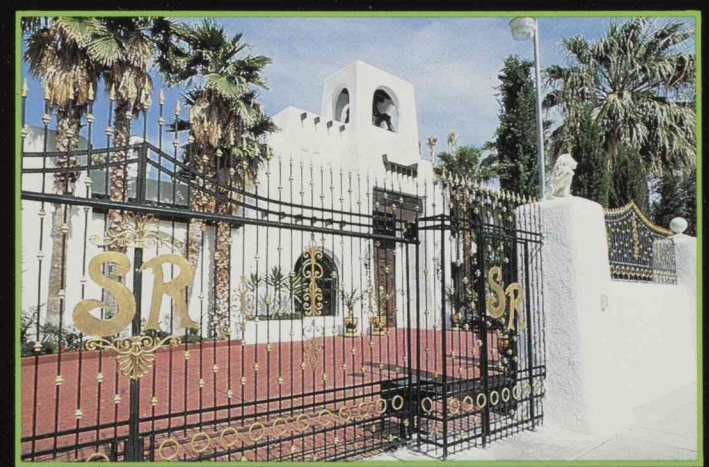
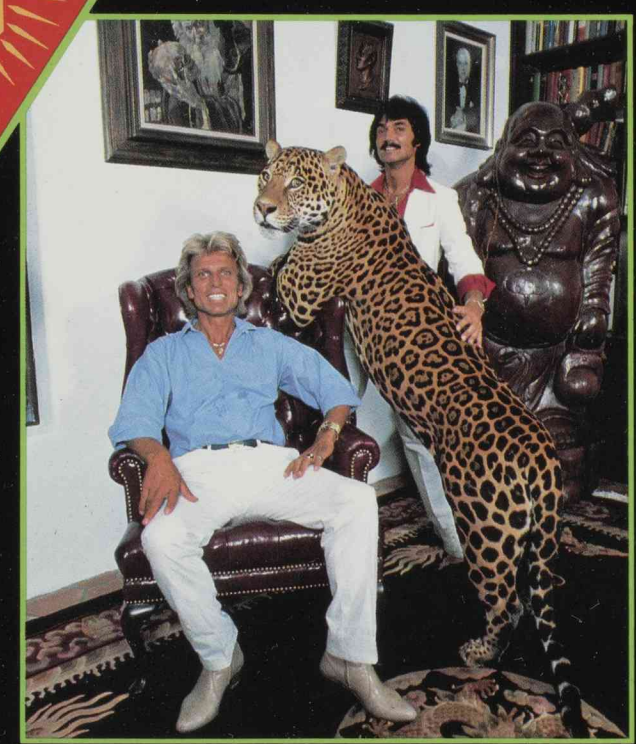
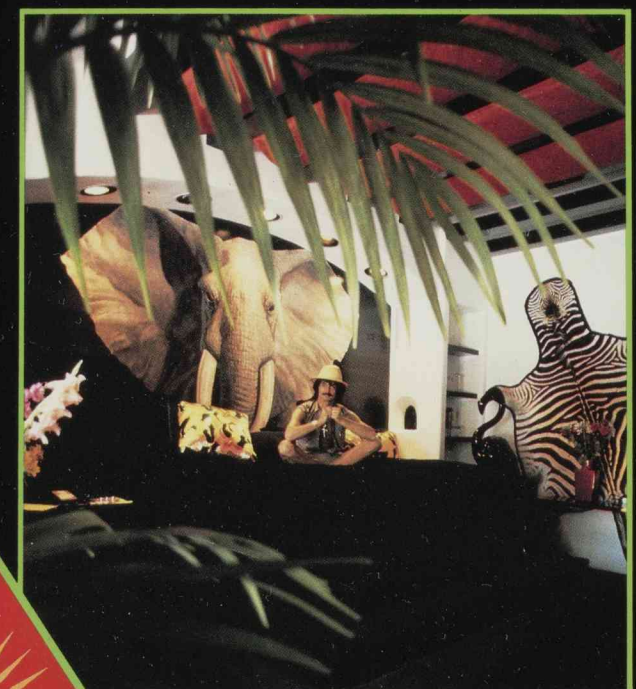
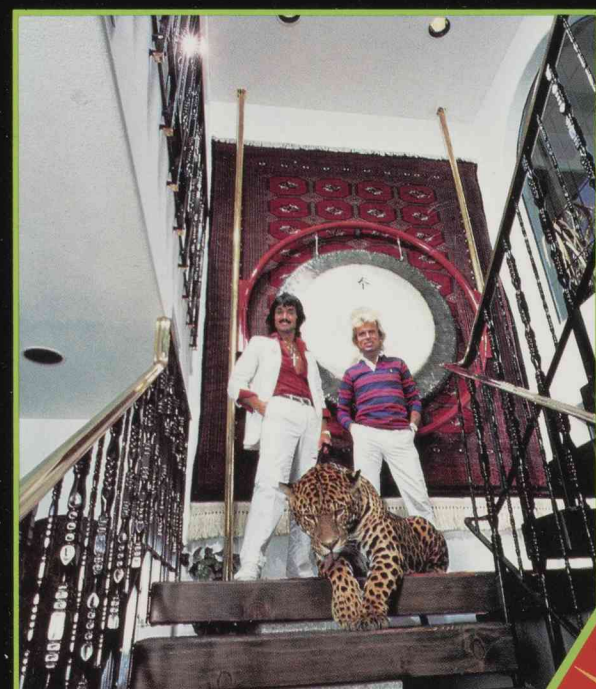
July 7, 1983

LAS VEGAS -- Siegfried & Roy, whose blending of magic and illusion with the drama of wild beasts of the jungle have made box office history on the Las Vegas strip, today unveiled rare new additions to their collection of nature's treasures: three 3-month-old white tiger cubs.

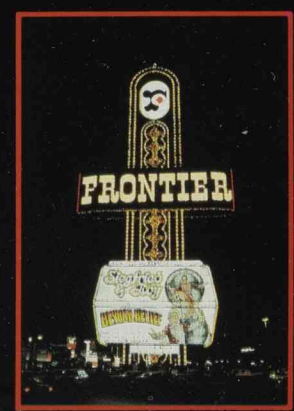
The two master showmen previewed the triple attraction here at a briefing for national media figures at their jungle palace hideaway. The three fledglings are scheduled to make their stage debut tonight before audiences at the Frontier Hotel in performances of the spectacle "Beyond Belief." For the past few weeks, they have



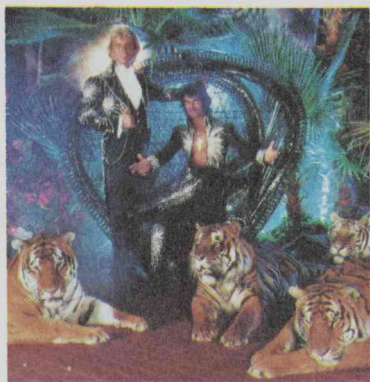
The Inner-World of Siegfried and Roy...



...Where Fantasy and Reality Transcend Time and Space.



Siegfried and Roy



July 7, 1983

A World Beyond Belief

SUPERSTARS OF MAGIC SIEGFRIED & ROY UNVEIL RARE WHITE TIGERS AS NEW FEATURE OF "BEYOND BELIEF" SPECTACLE

LAS VEGAS -- Siegfried & Roy, whose blending of magic and illusion with the drama of wild beasts of the jungle have made box office history on the Las Vegas strip, today unveiled rare new additions to their collection of nature's treasures: three 3-month-old white tiger cubs.

The two master showmen previewed the triple attraction here at a briefing for national media figures at their jungle palace hideaway. The three fledglings are scheduled to make their stage debut tonight before audiences at the Frontier Hotel in performances of the spectacle "Beyond Belief." For the past few weeks, they have been cared for in their own nursery created inside Siegfried & Roy's home.

In presenting the rare animals, the two world famous stars explained that in 1958 the Maharajah of Rewa bequeathed to this country specimens of a rare breed of Indian white tiger from his personal collection. The acquisition of their direct descendents from the Cincinnati zoo culminated a long quest by Siegfried & Roy for some of the precious offspring.

Customarily, tigers have the conventional markings of black and orange. Very rarely in the breed do so called "white tigers" occur, that term meaning those with black stripes against a white coat. The rarest of the rare are those one-in-a-trillion specimens which turn out to be "snow white." Siegfried & Roy have obtained two "white tigers" -- one male and one female -- and one "snow white" female. Only three other pure white tigers are known to exist in the world.

The rarity of the three animals is enhanced further by the finding that like a perfectly cut jewel, they are judged to be perfect specimens, with ice blue eyes and pink paws, characteristics of the most thorough of the thoroughbreds.

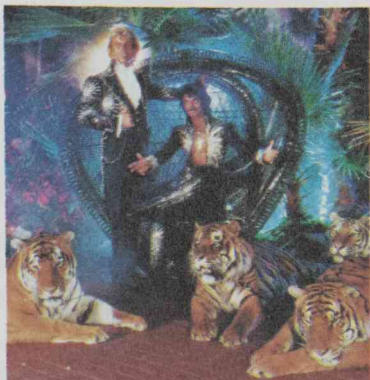
Siegfried & Roy told gathered newsmen that they plan to carefully breed the rare tigers in an ongoing program to preserve them for future generations.

"We have spent a lifetime dealing with the wonders of nature as manifested by the majestic beasts of the jungle," Siegfried & Roy said. "We view the white tigers as rare jewels of nature, to be nourished and perpetuated. We intend to fulfill our stewardship with a deep sense of responsibility."

Spokesmen for Siegfried & Roy said the three animals are insured for "more than a million dollars."

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Siegfried and Roy



A World Beyond Belief

SIEGFRIED & ROY'S JUNGLE PALACE IN THE DESERT: AN ADVENTURE IN THE UNREAL

LAS VEGAS -- In the arid Las Vegas desert, surrounded by mountains and minutes from the glittery strip sits a compound so lush in greenery, so masterful in design and so exotic as to house lions, tigers and rare lepjags that it could only be called "The Jungle Palace in the Desert."

After five years in the making, at a cost of more than \$10 million, the fantasy-like dream of Siegfried & Roy has become a spectacular reality. The superstars of the sellout Las Vegas production, "Beyond Belief," have created an environment and a lifestyle like something out of a fairytale: man and wild beast living in a modern-day Garden of Eden.

A journey into their world is an unreal adventure. Behind the 10-foot monastery-like walls punctuated with medieval gargoyles lies the block-long compound that is in many ways the distillation of their lifetimes as artists and collectors. But it also is something more -- two people with an intuitive understanding of nature and man and the way they relate to each other.

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Surrounding Siegfried & Roy's mission-like main house are islands of animal splendor. For every species in the compound -- ducks, Japanese silk chickens, a solitary black lepjag, tigers, lions and a host of exotic creatures -- Siegfried & Roy have re-created individual habitat settings, complete with cooling waterfalls and a swimming pool for use solely by the wild beasts.

A series of wall-size windows and an open architectural design joins the elements of nature to Siegfried & Roy's private, inner world. Their personal touch and attention to detail is evident in every corner of their palatial home. Each grouping displays self-designed, hand-picked furnishings and treasured art pieces collected from the world over.

Sparkling Mexican tiles liberally dotted with plush Oriental rugs wind through a library that enshrines a one-ton, hand-carved redwood Buddha, and through the living room complete with a lion-base coffee table of hand-carved wood, to an island of tropical plants accented by three loquacious parrots and a rare black palm cockatoo.

A Cappuccino bar with ceiling murals, a la Michaelangelo, hand-painted by a famous Austrian artist, flows into a light-filled breakfast area. Here, arched windows overlook garden flora replete with wild animals basking in the sun. The serene setting is highlighted by a marble hot tub adorned with 24-carat gold fixtures.

Siegfried & Roy's technique of blending old with new is never more evident than in the symbolism of a 360-degree, hand-painted mural surrounding Siegfried's bed chamber. The dramatic scene pictures Merlin the Magician with his bag of herbs opposite the

young new magician in the likeness of Siegfried who holds the crystal -- new ideas -- in one hand and controls the wild beasts of the jungle with the other.

On the upper level, Roy's bedroom reflects a safari-like motif. Jet black carpeting leads up to a black velvet-covered platform bed, positioned against a backdrop wall painting of a mammoth elephant head, creating a dramatic headboard effect. Completing the scene is a pair of 14-foot high ivory tusks at the end of the bed.

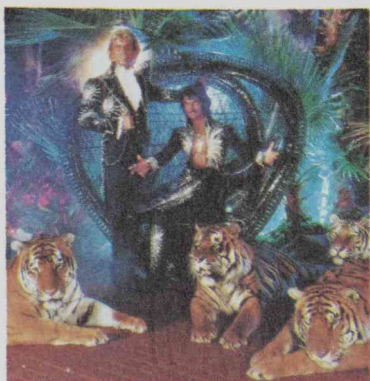
Throughout the interior, the flavors of the Orient, Mexico, Morocco, South America and Egypt are intertwined. Rare collectibles such as a 450-pound, hand-carved solid jade bull, precious stones and golden figurines adorn the home's nooks and crannies.

Special touches of Siegfried & Roy's craft may elude or surprise the casual eye. The Masters of Magic impishly employ strategically-placed mirrors to create architectural illusions and mystical secret passageways where the stars may appear as quickly as they disappear.

The conclusion of a journey through the Unbelievable World of Siegfried & Roy will leave the visitor wondering whether it was real or simply a mirage in the Las Vegas desert.

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Siegfried and Roy



A World Beyond Belief

LIFE WITH BEASTS OF THE JUNGLE GIVES SIEGFRIED & ROY

UNIQUE INSIGHT INTO THE ANIMAL KINGDOM

LAS VEGAS -- What do you learn about wild animals from living with them day after day?

Above all else, you'd better learn that they remain dangerous beasts of the jungle; don't ever mistake them for housecats no matter how long they've been in the family.

Beyond that, you learn that they are strikingly like people, with all the range of character traits and emotions displayed by humans.

If anybody ought to know, master illusionists Siegfried & Roy should. They work with a collection of ferocious animals as fascinating members of the cast of the sellout Las Vegas spectacle "Beyond Belief" a dozen performances a week. And they relax and live with them 24 hours a day at their unreal jungle palace only a few minutes from the strip. Their experience qualifies them for a PhD in wild animal psychology.

Here are a few of their firsthand learnings:

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- * Like people, some animals are smarter than others. The rare lepjag, a cross between a leopard and a jaguar, specially bred for Siegfried & Roy, is highly intelligent, hardest to train, totally inscrutable and most likely to outsmart you. The lepjag sat and passively watched Roy open and close his door for weeks, then matter-of-factly opened the door himself one day. On the other hand, the lion with his majestic mane, an image of king of the jungle, is in reality "a great pretender," Siegfried says.
- * Animals can be as sensitive and temperamental as people. If Roy fails to speak first to his black panther when he greets the animal family each morning, the pouting animal won't look at him the rest of the day. Sarah, the Siberian tiger matriarch of the family, insists on being pampered with hand feeding. When Roy tries to shunt the task to a helper, she drops the food to the ground and stares at him disdainfully. Another animal once ripped Roy's bedroom to shreds in a jealous rage when a bevy of beautiful showgirls attended a cast party at their home.
- * Swimming with a huge Siberian tiger is "like pulling a boat," Roy says. In contrast, a dip with a hot-blooded Sumatran tiger is a splashing frenzy.
- * For all their ferociousness, the jungle beasts have their own insecurities just like people. For Sarah, it is the fear of thunder and lightning. On those rare occasions when storms shroud the Nevada desert, she covers her eyes with her paws and seeks the shelter of Roy's arm.

The dazzling show at the Frontier Hotel is built around a deep respect for the animals and their sensitivities.

"You can't treat animals like props," Roy says. "They must want to perform for you."

"We never try to change an animal. They are all different. Each one is good for a certain illusion. So we build the various elements around their natural personalities and inclinations."

For example, the huge tiger Rajah which vanishes from inside a cage during the show has an instinctive liking for the cage. It was a natural evolution to train him to whirl inside it.

So in a very real sense, the animals help shape the show right along with producers Irvin Feld and Kenneth Feld and the two superstars.

Siegfried & Roy both stress that the spine-tingling performances of the animals at the seemingly effortless bidding of their masters are the result of a bond of trust, not one of fear. They, like people, respond best to kindness.

"We place them in situations which make them happy," Siegfried says. "They do what they do because they want to please. They thrive on praise just as we all do."

Because of their sensitivity, discipline of the beasts must be administered carefully.

"Just like children, they want to be taught and disciplined," Siegfried explains. "But like children, they must understand fully what you expect of them and what they are being disciplined about."

For all their on-stage snarling, the wild animals share some of the same fears as their human audiences.

When Siegfried & Roy were developing the dramatic climax of the show where a tiger climbs atop a mirrored ball levitated into the air, they discovered she was afraid of heights and wouldn't go up alone. The only problem was, Roy suffers from acrophobia too.

"So we went up together and now I hang onto the tiger, the tiger hangs onto me, and we both smile at the audience," Roy laughs.

Their closeness with the animals has led the pair to dispel some conventional theories about jungle beasts.

Wild animals are supposed to see only black and white, for example. But don't try to tell that to Siegfried & Roy.

They once decided to change the ornate cover over a crystal chamber in the show from blue to gold. The tiger which occupies the cage started her usual amble toward it, took one look at the new color and stopped dead in her tracks. Three more futile attempts convinced Siegfried & Roy that tigers see more than they're supposed to, and the color went back to blue.

Beneath the illusion of the glittering stage production, Siegfried & Roy must deal with the reality of constant danger.

The closest call the two have faced came offstage at home inside the compound. In the midst of playful romping on the grass, Roy found himself suddenly pinned to the ground by a violent lunge of a 600-pound tiger. Fearful of the dormant but ingrained jungle instinct of the cat to go for his throat, Roy instantly bit the tiger on the nose. The startled animal reeled backward in a flash, and the momentary spell of violence was broken.

Paradoxically, while the danger never ceases in living with beasts of the jungle, the bonds of life together are strong ones. So much that when Siegfried & Roy took a vacation two years ago, the animals staged a hunger strike.

After three days of refusal to eat, alarmed staff members rigged up a loud speaker in the compound, then tracked down Siegfried & Roy in Spain for an expensive trans-Atlantic telephone chat. Once they heard the sounds of their masters' voices, the animals' appetites returned, and all was serene once more.

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Siegfried and Roy



A World Beyond Belief

SIEGFRIED & ROY HAVE PROUD RECORD OF INTERNATIONAL ACCLAIM

LAS VEGAS -- Winners of countless entertainment awards and the recipients of every possible honor bestowed in the field of magic and illusion, master showmen Siegfried & Roy have been astounding and confounding audiences the world over for more than two decades.

The two German-born superstars met aboard the luxurious cruise ship Bremen where Siegfried was performing a solo magic act and Roy was employed as a steward. Fascinated by Siegfried's act, Roy suggested that rather than using the traditional rabbit, Siegfried incorporate Roy's pet cheetah into his performance. The resulting delight and surprise of the audience convinced the pair to team up and continue adding more and more exotic animals to their act. Soon word of these two charismatic performers and their unprecedented illusions spread and offers began pouring in from theatres and nightclubs across the Continent.

Their ticket to worldwide recognition came with an invitation to appear at a Gala Command Performance for Princess Grace and Prince Ranier of Monaco. Praised by the international press and all in attendance, Siegfried & Roy continued to amaze audiences by

- more -

appearing in major spectacles in Nice, Madrid and San Juan. The pair then joined the cast of France's famous Lido de Paris for a sensational three-year run before making their U.S. debut in Las Vegas' Folies Bergere.

In 1973, the master illusionists and their growing menagerie of wild beasts became a featured act in Hallelujah, Hollywood. Several years later they moved to the Las Vegas edition of Lido de Paris.

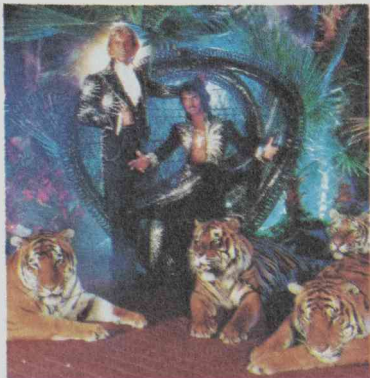
While producing a television special in 1977, world famous producers Irvin Feld and Kenneth Feld visited Las Vegas where they saw a performance of Siegfried & Roy. Impressed by their act, the Felds recruited the entertainers to appear as guest stars in the special and went on to produce two more television specials starring Siegfried & Roy for NBC.

Recognizing the need for a showcase for Siegfried & Roy's extraordinary talent, the Felds set about persuading the entertainers to leave their featured spot in the Lido de Paris to star in their own spectacular production. The Felds applied their production expertise to the already proven talents of the two artists to create a major new production spectacle, "Beyond Belief."

The result has broken all Las Vegas box office records. Now in its second year at the Frontier Hotel, "Beyond Belief" has played consistently to sellout audiences. With more than a year and a half remaining on their current three-year engagement, Siegfried & Roy recently signed a new two-year extension of their contract, expanding their performance schedule through the end of 1986. It is estimated that over a million people will have seen the show by the end of this year.

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Siegfried and Roy



SCHEDULE OF ACTIVITIES

SIEGFRIED & ROY NATIONAL MEDIA PREVIEW

A World Beyond Belief

LAS VEGAS, NEVADA, JULY 6 AND 7

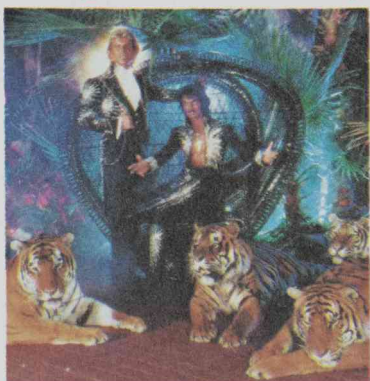
WEDNESDAY, JULY 6

12 Noon - 7 p.m.	Media Center Open, Americana Room, Frontier Hotel
5 p.m.	Media Briefing, Americana Room, Frontier Hotel
7 p.m.	Performance of the spectacular "Beyond Belief," starring Siegfried & Roy, Showroom, Frontier Hotel
Approx. 9 p.m.	Backstage Tour, Cocktails and Hors d'oeuvres as guest of Siegfried & Roy, Penthouse Dressing Room, Frontier Hotel

THURSDAY, JULY 7

9 a.m.	Continental breakfast available, Americana Room, Frontier Hotel
10 a.m.	Buses depart for Media Tour of Siegfried & Roy's "Jungle Palace in the Desert"
10:30 a.m. - 12 Noon	Tour of "Jungle Palace in the Desert," rich in photo opportunities of Siegfried & Roy, their wild beasts and sumptuous home Presentation of the rarest of rare wild animals in the world
12 Noon	Luncheon at Siegfried & Roy's "Jungle Palace in the Desert"
2 p.m.	End of scheduled activities

Siegfried and Roy



SCHEDULE OF ACTIVITIES

SIEGFRIED & ROY NATIONAL MEDIA PREVIEW

A World Beyond Belief

LAS VEGAS, NEVADA, JULY 6 AND 7

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