

"BEYOND BELIEF"

Las Vegas ten years ago with their appearance in the "Folies Bergere," followed by principal roles in "Hallelujah, Hollywood," and then the "Lido de Paris." Television credits include starring in two highly acclaimed NBC-TV specials. They also contributed a large sequence to Hal Ashby's forthcoming Lorimar Productions feature film "Lookin' To Get Out."

Also investing their talents in the fantasy-themed spectacle are the King Charles Troupe, a team of eleven skilled athlete-entertainers who specialize in a whirlwind display of basketball on their single-wheel cycles and the Hsiung Family from Taiwan demonstrating miracles of coordination and flexibility.

Irvin Feld and Kenneth Feld, producers of "Beyond Belief," are the nation's leaders in presenting live entertainment. In addition to The Greatest Show on Earth, they are responsible for Disney's World On Ice, Ice Follies and Holiday on Ice Combined Shows, and serve as Associate Producers of the Broadway smash hit musical "Barnum."

"Beyond Belief" is scheduled for a three-year run at the Frontier.

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NEWS RELEASE

FRONTIER HOTEL

LAS VEGAS, NEVADA • 702-734-0385

Advertising and Public Relations

MASTER ILLUSIONISTS SET NEW ENTERTAINMENT PRECEDENTS

There's a startling new phenomenon happening in Las Vegas: queues of wide-eyed moppets -- little girls wearing party dresses with crisp ribbons in their braids and small boys with cowlicks slicked down -- lined up between the rows of slot machines and blackjack tables at the Frontier Hotel, waiting to get into the showroom.

Just what brings the cookie crowd into the casino? The under 21's are flocking to see the hottest new Vegas hit, "Beyond Belief," (scheduled for a three-year run) starring master illusionists Siegfried and Roy, at the special Friday evening 6 P.M. family show. That performance features the same spectacular feats of mind-boggling magic, minus nudity. In keeping with their reputation of being the leading impresarios of live family entertainment, the Producers, Irvin Feld and Kenneth Feld, also the guiding geniuses behind Ringling Bros. and Barnum & Bailey Circus and Disney's World On Ice, have had alternate costumes designed and decreed that dancers shall be covered to enable every generation to enjoy what has proved to be the most talked about show in Las Vegas' history.

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The gentlemen casting this magic spell, wizards Siegfried and Roy, are not only reaping the applause of the Junior Set, but they have proved the fallibility of the Glossy Superstar Myth by packing the house during December and January, traditionally Las Vegas' slowest time. When the cavernous showrooms of the MGM Grand and the Hilton were hosting under a hundred, the lines to get into the Frontier's showroom snaked around the casino, illustrating the truth of Circus showman James A. Bailey's old adage, "Give the public what they want, and they will reward you."

The two conjurers have brought magic out of the rabbit age, retiring the traditional hare-from-the-hat in favor of lions, tigers, elephants, pythons, panthers and equally exotic creatures. They make an elephant disappear; they transform a beautiful young woman into a pythom (the snake has an understudy named Herman); at a signal from Siegfried, Roy and a rare spotted lepjag are blasted from a cannon to reappear in a cage across the room.

To insure the loyalty and cooperation of their wild kingdom, the factor that enables Siegfried and Roy to perform these miracles, the magicians have incorporated their diverse menagerie of carnivore and reptilian working partners into their living quarters. Within the walls of the duo's mission-style home in Vegas are spacious accommodations for every species. The cages for the ten big cats are specially engineered to be temperate under all weather conditions, and are designed in the same tile-roofed, sky-lit, plant-filled motif as the luxurious home.

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Siegfried and Roy frolic with the huge felines in a separate kidney-shaped pool with a waterfall; Roy spends a half hour each day preparing food and feeding a finicky tiger that eats only dumplings, and the animals benefit from yearly check-ups from a visiting dentist.

Siegfried and Roy have generously opened this private Garden of Eden, by appointment, to the school children of Las Vegas since there is no zoo.

The highly original and dynamic entertainers have captivated audiences with their electrifying skills and have a rich store of anecdotes from years of working with their volatile partners in the U.S. and in Europe. Both professionally and at home, Messrs. Siegfried and Roy are truly "Beyond Belief."

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FOR IMMEDIATE RELEASE

In addition to a \$3 million dollar remodeling of the main showroom, the Frontier Hotel has also constructed an entire new wing which will serve as an apartment/dressing room for the use of the show's superstars, Siegfried and Roy.

The superstars of magic, Siegfried and Roy, will star in "Beyond Belief" an amazing spectacle. The show opens on Nov. 5 for an indefinite run.

The apartment/dressing room, more than 2,000 square feet of space, will include gold plated bathroom fixtures and a five-foot jacuzzi set in a draped pavilion in the living room.

"Beyond Belief" will feature 36 dancers, two special novelty acts, and the world renowned menagerie of Siegfried and Roy's exotic animals in elaborately mounted illusions.

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NOV 11 1996
Siegfried and Roy

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LAS VEGAS, NEVADA • 702-734-0385

Advertising and Public Relations

FOR RELEASE SUNDAY, OCTOBER 18

"Beyond Belief" the long-awaited spectacular new stage show starring Siegfried and Roy, will make its debut at the Frontier Hotel Nov. 5.

According to Frontier President, Phil Arce, the show will be the most elaborate production ever presented in the resort's 39-year history. "Beyond Belief" will mark the first time an entire production has been specifically tailored to the unique talents of Siegfried & Roy, who are known in show business circles as "The Superstars of Magic."

The \$3 million dollar show is being produced by Irvin Feld and Kenneth Feld, America's most prominent live entertainment impresarios. The Felds produce the Ringling Brothers and Barnum & Bailey Circus and Ice Follies and Holiday on Ice Combined Shows. They are associate producers of the Broadway musical "Barnum."

"Having the Felds involved is like having the show carry the Good Housekeeping Seal of Approval," Arce said.

The dazzling illusions of Siegfried and Roy will be deftly interwoven throughout the 90-minute extravaganza, which has a large supporting cast and lavish production numbers.

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"Beyond Belief"

In "Beyond Belief" the two electrifying magicians will perform illusions never before attempted, as well as some of the eye-popping feats of magic from their personal Hall of Fame.

Joining them on stage will be their perpetually growing family of exotic wild animals and awesome reptiles.

Siegfried and Roy's distinct brand of showmanship, incorporating continental elegance with an incredible repertoire of astounding magical feats, has made them international attractions.

Their stardom in Las Vegas began ten years ago with their featured appearance in the "Folies Bergere" at the Tropicana Hotel. They went on to star in "Hallelujah Hollywood" at MGM Grand and in "Lido de Paris" at the Stardust Hotel.

They have accumulated an impressive array of top awards for performing excellence, including the "Las Vegas Act of the Year" award, The Magician of the Year" award and the "Top Attraction in Las Vegas" award. Mayor William Briare of Las Vegas declared February 17, 1980, as "Siegfried and Roy Day" and presented the keys of the city to them in honor of the occasion.

Siegfried and Roy starred in two highly-acclaimed NBC-TV specials and recently contributed a large sequence to Hal Ashby's upcoming Lorimar Productions feature film "Lookin' To Get Out."

Arce said the Frontier is redesigning and reconstructing the showroom under the guidance of Irvin Feld and Kenneth Feld.

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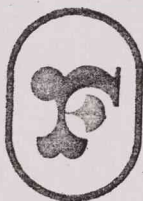
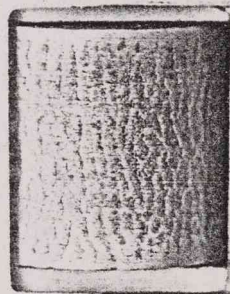
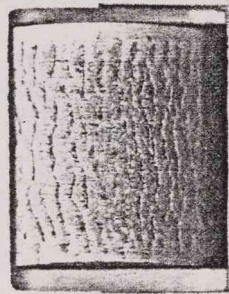
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FOR RELEASE SUNDAY, OCT. 18

SUPERSTARS OF MAGIC -- Internationally-acclaimed illusionists Siegfried and Roy will star in a new multi-million dollar spectacular at the Frontier Hotel entitled "Beyond Belief." The show opens a three-year run Nov. 5.



Jim Seagrave, Adv. & PR
FRONTIER HOTEL

Las Vegas, Nevada • 89109



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The Arizona Republic
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FOR RELEASE THURSDAY, NOV. 5

Siegfried and Roy in "Beyond Belief," a multi-million dollar spectacular conceived by the producers of Ringling Brothers and Barnum & Bailey Circus, tonight opens a three-year run at the Frontier Hotel.

The production show represents a departure in entertainment for the Frontier, which has featured "name" singers and comedians in its showroom for the past 13 years.

"We don't think of this show as an abandonment of our star policy," Frontier President Phil Arce said. "We consider Siegfried and Roy to be among the brightest stars in Las Vegas. Few stars can match their track record here. With two major headliners in a magnificent production show, we feel we have the best of both worlds as far as Las Vegas entertainment is concerned."

The entire 90-minute production is built around the illusions of the two "Superstars of Magic," who have starred in major Las Vegas spectacles for more than a decade.

The special illusions created for "Beyond Belief" involve their famed collection of wild animals, including elephants, lions, tigers, lepjags, reptiles and exotic birds.

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In addition to the magic of Siegfried and Roy, "Beyond Belief" will have dancers, elegantly-costumed showgirls and two specialty acts -- the King Charles Troupe, who play Harlem Globetrotter-style basketball on unicycles, and the Hsiung Family, an acrobatic act from Taiwan.

The new Frontier Show is produced by Irvin Feld and Kenneth Feld, know as America's foremost impresarios of live entertainment. The father-son team also produces Ringling Brothers and Barnum & Bailey Circus, Ice Follies and Holiday On Ice Combined Shows, Disney's World On Ice and the Broadway musical "Barnum."

Siegfried and Roy came to prominence in Las Vegas ten years ago in the "Folies Bergere" at the Tropicana Hotel. Their success in that show led to principle roles in "Hallelujah, Hollywood" at MGM Grand and the "Lido de Paris" at the Stardust Hotel. They starred in two highly-acclaimed NBC-TV network specials.

Tonight's world premiere performances are scheduled for 8 p.m. and midnight.

Regular showtimes for "Beyond Belief" are as follows: Monday through Thursday - 7 p.m. and 11 p.m.; Friday and Saturday, 6:15 p.m., 9:15 p.m. and 12:15 a.m. The 6:15 p.m. show on Fridays will not have nudity so that children can attend.

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FRONTIER HOTEL

LAS VEGAS, NEVADA • 702-734-0385

October 30, 1981

FOR IMMEDIATE RELEASE PLEASE

Advertising and Public Relations

FROM: JIM SEAGRAVE/FRONTIER HOTEL
NINI FINKELSTEIN/BEYOND BELIEF

ILLUSIONISTS SIEGFRIED AND ROY STAR IN NEW SUPER SPECTACLE "BEYOND BELIEF"

DEBUTING NOV. 5 AT LAS VEGAS' FRONTIER HOTEL:

PRODUCERS SET NEW PRECEDENT WITH NO NUDITY AT EARLY SHOW ON FRIDAY FOR

FAMILY AUDIENCES

The lavish new super spectacle "Beyond Belief," starring Superstars of Magic Siegfried and Roy debuts Thurs., Nov. 5 at Las Vegas' Frontier Hotel. Producers Irvin Feld and Kenneth Feld, impresarios of Ringling Bros. and Barnum & Bailey Circus, have set a new precedent in Las Vegas with no nudity at the early show on Fridays to accommodate families vacationing in the area and members of the Las Vegas community who want to bring their children to see the magic-making duo's sensational wild animal illusions.

"Beyond Belief" presents the internationally acclaimed team of wizards in a 90-minute spectacular which showcases unparalleled new feats of magic and levitation featuring tigers, a lion, a panther, a horse, an elephant (who disappears), a leopard, a rare lepjag, a flock of doves and a python. Dozens of opulently costumed showgirls and dancers, plus sensational special effects enhance the elaborate musical production numbers.

Siegfried and Roy, known throughout Europe, came to prominence in

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