

*Holley • Guidry*  
*Public Relations • Marketing • Management*  
2714 Westwood Drive  
Suite 102  
Nashville, TN 37204  
Ph: 615-460-9550 • Fx: 615-460-9553

**FOR IMMEDIATE RELEASE**

**NASHVILLE-BASED 262 FIVE, LTD. HITS A HOME RUN**  
**Netflix Rolling Roadshow "Field Of Dreams" Event Was A Huge Success**



NASHVILLE, TN—August 15, 2006—Nashville-based 262 Five, Ltd., a premiere tour and event management company knocked one out of the park with the "Field of Dreams" event in Dyersville, IA last Friday (11). The event was one stop on the Netflix Rolling Roadshow summer screening tour. Netflix called for a really spectacular event and solicited the services of 262 Five, Ltd. to deliver the home run. Academy Award-winning actor Kevin Costner returned to the "Field of Dreams," but this time he was there to perform with his band. The concert took place before the screening of the 1989 box office hit on the Left and Center field, the exact spot where many memorable scenes from the movie were filmed 17 years ago. Attendees were given the opportunity to run the bases, play a little catch, or hit soft pitches in the famous field prior to the concert. 262 Five, Ltd. provided all facets of event design, production and execution. Actual attendance, reported in the 5,000-6,000 range, nearly tripled the event organizers' anticipated 2,000 guests. Press coverage of the show extended worldwide. Netflix, Inc., the largest online movie rental service, is hosting a 10-city, movie screening tour showcasing contemporary classics in the locations associated with the films.

Pictured, from left, immediately following Costner's concert performance are 262 Five, Ltd. managing partner Kyle Gustie, Kevin Costner, and 262 Five, Ltd. managing partner Brinson Strickand.

\*High resolution photo available upon request.

**Contact Information:**

Randy Guidry or Debbie Holley  
Holley•Guidry

Ph: 615-460-9550 / fx: 615-460-9553

Randy Guidry cell: 615-491-5703 ([randy@holleyguidry.com](mailto:randy@holleyguidry.com))

Debbie Holley cell: 615-491-5702 ([debbie@holleyguidry.com](mailto:debbie@holleyguidry.com))

**Website:**

[www.262Five.com](http://www.262Five.com)