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JEFF KLOCKE
VICE PRESIDENT AND GENERAL MANAGER

Biography

Jeff Klocke, Vice President and General Manager at Pacific Park on the Santa Monica Pier, knows how to mix business with pleasure. With more than 27 years in the land-based entertainment industry, Klocke leads all aspects of the daily operation of the two-acre amusement park that includes Operations, Finance, Marketing, Sales, Human Resources, Rides, Retail, Security and Food and Beverage. Since beginning with the Park, he has generated record-setting EBITDA growth and, together with the Santa Monica Pier, home to Pacific Park, an increased attendance growth to more than 8 million visitors annually. He has overseen the introduction of the first-ever VIP Pass at the Park, the addition of more than 16 new rides and attractions, introduced 10 new midway games and launched more than 7 new branded eateries in the oceanfront food plaza. In addition, Klocke created and directs Pacific Park's successful events department including the ever-popular Event Pavilion.

Formerly of Landmark Entertainment Group, Klocke was vice president of marketing and sales with a specialization in International markets including Asia, Europe and India. He oversaw all global sales efforts with projected annual revenues of \$50 million.

In 1999, Klocke began his career in Southern California with his first stint at Pacific Park on the Santa Monica Pier as director of marketing and sales. He was recruited to turn around the marketing efforts for the relatively new park.

Prior to joining Pacific Park, Klocke spent nine years at Paramount Parks, most recent at Paramount's Great America in Santa Clara, Calif., as manager of promotions and advertising. He implemented a \$6 million media budget; planned and executed all public promotions, special events and concerts; directed all web site development and e-commerce; and was group sales manager responsible for \$17.5 million in revenues and \$1.6 million in expense management. He joined Paramount's Great America in 1994 as a senior sales manager.

Klocke began his career with Paramount Parks at Paramount's Kings Island in 1991 as a regional manager of group sales responsible for more than 250 accounts representing 135,000 in annual attendance growth with \$3.5 million in admissions revenue. He expanded the sales territory by 63 percent.

Before joining Hilton Hotels in Cincinnati as a sales manager in 1990, he was area manager at Kings Island Amusement Park where he supervised 65 seasonal associates in the operation of five separate facilities.

He is president-elect of the Santa Monica Chamber of Commerce and also serves on several Chamber committees, is a board member and past President of the Santa Monica Police Activities League (PAL), serves on the public relations committee for the Special Olympics Southern California, serves on the board of directors for The Bay Foundation, is a member and serves on the branding committee for the International Association of Amusement Parks and Attractions (IAAPA), and belongs to the Themed Entertainment Association (TEA). He also serves on the UCLA Extension Marketing and Advertising Advisory Board.

Klocke has a bachelor of science in business administration with a concentration in marketing and management. He graduated Summa Cum Laude from the University of Ohio in 1989. He is currently an instructor at the University of California, Los Angeles (UCLA) Extension specializing in advertising curriculum.

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