

PLAINTIFFS' EXHIBIT 7

To Plaintiffs' Opposition to Defendant Feld
Entertainment, Inc.'s Motion for Leave to Amend
Answers to Assert Additional Defense and Rico
Counterclaim
Civ. No. 03-2006 (EGS/JMF)

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are numbered.)

Like Cirque du Soleil, this Ringling Bros. show weaves together the various acts with a story line. This one concerns a family supposedly plucked from the audience (they're all performers, of course) and invited to join the circus.

Dad opts to become the ringmaster; Mom, an aerialist; and sis, a circus dancer. Little brother, though, can't make up his mind, and his quest to find his circus destiny becomes a through line of the show.

Along with former American Idol finalist Jennifer Fuentes, who does a heck of a job as the singing ringmaster, this 136th edition of the Ringling Bros. circus includes a strong lineup of acts. Among them: the Yunnan Flyers, who utilize a Russian swing to propel themselves one by one into an upside-down human chain hanging from a trapeze; and the Kassaev Cossacks, who perform acrobatics while galloping around the ring at high speed on horseback. In one maneuver a rider flipped out of the saddle, got underneath the horse, and remounted from the other side.

My personal favorite, though, was the fabulous Madame Shamsheeva. She never ceases to amaze with her performing animal troupe that includes birds and dogs, plus house cats doing things you'd never imagine those uncooperative beasties would do.

In some ways, though, the producers seem not to have quite perfected the staging of this much smaller circus. Oddly lacking in thrills was Herkules, the show's strongman, who stopped a 75-pound iron ball shot from a cannon and endured a Jeep driven over his stomach. Instead of visual poetry, an act that featured a trapeze artist plus six other aerialists undulating above the floor on columns of red silk offered clunky choreography. The clown acts, too, weren't even mildly funny - strange, since some of the clowns performed hilarious high jinks during the preshow.

I also had mixed feelings about the giant LED screen (a first for Ringling Bros.) that showed close-ups of the performances, along with prerecorded scenes to move the story along and distract from between-act scenery shifts.

The cutesy, pretaped vignettes seemed to confuse my 5-year-old daughter ("Where are those people?" she wanted to know), and the simulcast distracted my 9-year-old niece from watching the flesh and blood performers, she said.

The screen won't matter so much to patrons in the lower seats, but circus goers in the distant upper levels of the Wachovia Spectrum are likely to really need it.

What's hard to imagine, though, is how much they'll get of that "intimate" experience Ringling Bros. says it's aiming for.

---- INDEX REFERENCES ----

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OTHER INDEXING: (Jennifer Fuentes) (AMERICAN IDOL; CIRQUE; FELD ENTERTAINMENT;
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