



Kenneth E. Kinnear
Founder, President, & CEO

Showdown USA™ is the creation of visionary entrepreneur Ken Kinnear, whose name is synonymous with great entertainment, and whose success in delivering unique, innovative entertainment products is widely acknowledged throughout the industry. In his multi-faceted 35-year career, the Northwest native has built his reputation on the principle of providing consumers with the best value for their entertainment dollar, while always seeking new and unique ways to enhance the fan experience.

Kinnear's vast expertise spans every area of the entertainment industry. He has discovered, developed, and provided worldwide personal management and representation for major musical artists like Heart and Firefall, and pioneered new media formats including music videos and promotional compact discs. As one of the country's major industry heavyweights, he produced and promoted over 1,000 concerts and events nationwide, featuring virtually every category of popular event entertainment and the most popular headliners in the business including Paul McCartney, Madonna and Jimmy Buffett. He even established his own record label, video production, and touring management companies.

Driven by an insatiably inquisitive mind and a desire to do what has never been done before, Kinnear's search for the "next big thing" led him in 1986 to a remote Eastern Washington locale overlooking the Columbia River. Inspired by the picturesque location, perfect acoustics, and especially motivated by all who said it couldn't be done, he turned the rural amphitheater into The Gorge, making it most spectacularly successful, award-winning outdoor venue in history.

With Showdown USA™, Kinnear returns to one of his earliest passions – motor sports. A former motocross racer and self-described gearhead, he conceived of arena drag racing more than a decade ago. While waiting for technology to catch up to his imagination, he refined his vision and conceived the idea of a touring Cirque du Horsepower™ which would appeal to the car enthusiast inside everyone, featuring competition, cutting edge demos, and outrageous fantasy rods. In Kinnear's world, a garbage truck becomes a wheel-standing colossus with a Chevy 468 big c.i block.; a hearse is now the trickiest low-rider around; and a basic wheelchair is transformed into a tire-burning, 300 HP V-8 speedster.

Kinnear's ventures have been remarkably successful. Companies he has founded, including Albatross Productions, Media One, Bauer-Kinnear Enterprises, Arena Services, and Express Entertainment have achieved gross revenues exceeding \$500 million.

As he continues to apply his market vision and leadership to creation of new entertainment products, Kinnear remains committed to setting the bar higher. He operates under two deceptively simple, yet powerful, guidelines – "Always take the high road, but don't look down on those that don't" and "the audience rules."

Kinnear served in US Army initially as an enlisted man and then, as one of the youngest ever to be accepted for Officer Candidate School, he achieved a commission as a 2nd Lieutenant. He is an accomplished pilot with multiple ratings for single and multi-engine aircraft, as well as jets and helicopters. He is also a certified flight instructor who has flown extensively throughout the world.