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FOR IMMEDIATE RELEASE

FORD MOTOR COMPANY FLY-IN THEATER BRINGS MORE AVIATION ENTERTAINMENT TO EAA AIRVENTURE 2010

Hamilton Watches supporting sponsor of free movies each evening July 25-31

EAA AVIATION CENTER, OSHKOSH, Wis. — (Jan. 18, 2010) — There's no better way to finish a day at EAA AirVenture Oshkosh than enjoying an aviation movie under stars with friends and family. That's why for the fifth straight year, Ford Motor Company will be hosting the popular "Fly-In Theater" on the AirVenture grounds, with additional support from Hamilton Watches. The 58th annual EAA fly-in convention is July 26-August 1 at Wittman Regional Airport in Oshkosh.

The outdoor theater, located adjacent to EAA's Camp Scholler camping area, will be open each evening (weather permitting) from Sunday, July 25 through Saturday, July 31. The walk-in theater is reminiscent of the famous drive-in theaters of the past, complete with open-air seating and popcorn! There is no admission charge for the theater, which is open to all AirVenture guests. Each evening's show begins at approximately 8:30 p.m. with an introduction by a celebrity presenter, followed by a classic aviation or current feature film shown on a five-story-tall projection screen at 9 p.m.

"The Fly-In Theater is indicative of the higher level of programs and entertainment that are now part of EAA AirVenture," said Tom Poberezny, EAA president and AirVenture chairman. "It's another way to enjoy the world of aviation while at Oshkosh, and we appreciate the partnership of Ford Motor Company and Hamilton Watches to support this popular activity in 2010. Join us evening for great films and have the entire family enjoy a superb way to top off a full day at Oshkosh!"

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The Fly-In Theater will once again be located on the north side of Camp Scholler, at the end of Doolittle Drive, right behind the Camp Store. The exact schedule of movies and presenters will be announced as it is finalized prior to EAA AirVenture 2010.

“It’s been an incredible sight every night at Oshkosh, seeing thousands of people – including hundreds of families – enjoying aviation movies as part of an unforgettable day at AirVenture,” said Kevin Keling, Corporate Event Manager, Ford Motor Company. “To see the enthusiasm for this activity over the past four years makes it all worthwhile. Ford is very proud to be a part of EAA AirVenture Oshkosh and host this unique evening event.”

EAA AIRVENTURE OSHKOSH is The World’s Greatest Aviation Celebration and EAA’s yearly membership convention. Additional EAA AirVenture information, including advance ticket and camping purchase, is available online at www.airventure.org. EAA members receive lowest prices on admission rates. For more information on EAA and its programs, call 1-800-JOIN-EAA (1-800-564-6322) or visit www.eaa.org. Immediate news is available at <http://twitter.com/EAAupdate>.