



GALLO CENTER
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FOR IMMEDIATE RELEASE:

**ENTREPRENEUR DAN COSTA TO SPEAK ON '10 PRINCIPLES
OF SUCCESS' AT THE GALLO CENTER MAY 26**

MODESTO, CA—(April 29, 2010) Modesto native and entrepreneur Dan Costa, chief executive officer of 5.11 Tactical, will speak at the Gallo Center for the Arts at 6:00 p.m. on Wednesday, May 26. In his speech, "My Ten Principles of Success," Costa will share the stories and strategies behind his numerous business accomplishments.

Ticket prices are \$10, \$15, \$25, \$50 and \$100. Patrons who purchase a \$100 ticket are invited to a catered private reception with Costa following the event. A 15% ticket discount is available for groups of 15 or more. For tickets or more information, visit www.galloarts.org or call (209) 338-2100.

Costa began his career in 1976 when he started the Velvet Creamery ice cream and sandwich shop at the age of 21. He built it into a 29-unit chain. Costa would go on to additional successes in the restaurant and food service industries, and then in the clothing business. He later acquired the Modesto-based outdoor clothing company, Royal Robbins Inc. Costa launched 5.11 Tactical in 2002 as a spinoff from Royal Robbins. The company manufactures uniforms and related products that enhance the safety and performance of law enforcement, military and firefighting professionals. Five years later 5.11 Tactical was sold to a private equity firm, though Costa retains a 20% interest and continues as chief executive officer.

Earlier this year, through his family's charitable foundation, Costa made a \$1 million gift to the Gallo Center to expand access to the arts for underserved children.

The Gallo Center for the Arts' 2009-10 Premier Partners are Doctors Medical Center, Doubletree Hotel Modesto, Foster Farms and KVIE Public Television.

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