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FOR IMMEDIATE RELEASE:

**COSTA FAMILY DONATES
\$1 MILLION TO GALLO CENTER**

MODESTO, CA—[January 4, 2010] --Entrepreneur Dan Costa and his family are contributing one million dollars to the Gallo Center for the Arts. The Modesto businessman, founder of 5.11 Tactical, a uniform and apparel company, said the gift is intended to expand access to the arts for low income families and their children.

“After meeting with directors of the Gallo Center, we were pleased to find their goals very much aligned with our own,” Costa said. “With school budgets at an all time low, we hope this gift is able to provide part of the well rounded education the children of Modesto could be left without. We encourage others to join us in bringing Gallo Center programs to our community’s youth. Even small donations of \$20 or \$100 can make a big difference, bringing in groups of children to experience a performance at the Center.”

Ron Emerzian, chairman of the Gallo Center’s board of directors, indicated the plaza in front of the non-profit performing arts center is to be renamed in honor of the family.

“The Board and staff of the Center are deeply appreciative of the Costa’s generosity,” said Emerzian. “It will enable wonderful opportunities to enrich young minds. We hope their gift will stimulate others to provide additional funding to make arts available to all children, but especially those who have limited access to the Center.”

The Costa’s gift follows the Gallo Center’s recent announcement that it has received challenge grants totaling \$1.5 million from the E. & J. Gallo Winery and the family of June and John Rogers.

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**GALLO CENTER/COSTA FAMILY GIFT
FOR RELEASE JANUARY 4, 2010
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“Dan, Denise and their children, all Modesto natives, have a heart for the less privileged in our community,” said Lynn Dickerson, the Center’s chief executive officer. “With school districts facing budget cuts that result in diminished arts education experiences, the Costas are stepping forward. They believe that access to arts can change the course of children’s lives. The Costas are generously sharing their blessings with others.”

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. Five years later the company was sold to Boston private equity firm TA Associates, though Costa retains a 20% interest and continues as chief executive officer.

The Gallo Center for the Arts opened in September 2007 after a decade of planning and development, and since then has sold more than 350,000 tickets to events such as Broadway touring productions, concerts by stars of pop, country, and classical music, and a wide variety of family programs. As a non-profit organization, the Center relies on financial support from the public, corporate sponsorships, foundation grants and other funding sources.

The Gallo Center’s 2009-10 Premier Partners are Doctors Medical Center, Doubletree Hotel Modesto, Foster Farms and KVIE Public Television.

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