

SOUZA™: A LEGENDARY NAME IN FIREWORKS DISPLAY

Pyro Spectaculars by Souza is the story of our family's path to the American dream. Beginning over 100 years ago and spanning five generations, the Souza family has been using their pyrotechnic skill to provide joy to communities and thrill crowds around the world. Long before the amazingly choreographed pyrotechnic displays for packed stadiums and television audiences today, the patriarch of the family was thrilling audiences closer to home. Today, the Souza family's passion, pride, and tradition of fireworks continues to entertain millions around the world.

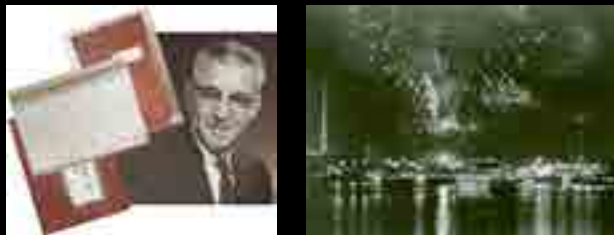


OPENING ACT

After immigrating to the San Francisco Bay Area in the early 1900s, Manuel de Sousa (the family name was later Americanized to Souza) quickly garnered a reputation as an entertainer by creating fireworks displays for local Portuguese community celebrations. Crowds at the Portuguese Saint's Day and Festa do Espirito Santo or "Holy Ghosts Festival" were thrilled by his flair for colorful showmanship, earning him the name Papagaio ("parrot" in Portuguese). Soon, the entire family was helping produce shows by constructing fireworks out of their home on the family farm.



A PASSING OF THE TORCH



After decades of refinement and execution, Manuel entrusted his son Alfred with the family's recipe book of pyrotechnic secrets. Alfred's skill as a family-taught chemist ensured not only a sense of continuity to the family trade, but also garnered the attention of the U.S. military, who recruited him for his knowledge in the field.

In Chemistry of Pyrotechnics: Basic Principles and Theory, Dr. John Conkling credited these early Souza family displays with being "ahead of their time with brilliant color compositions." Just two generations in, the Souza family's legacy was already turning heads.

THE MAN WHO CHANGED THE INDUSTRY

The third generation of Souza pyrotechnicians emerged in the form of Alfred's son Bob in the 1950s. Bob provided pyrotechnic displays for county fairs and Fourth of July celebrations throughout the 1950s and 1960s. In 1976, Bob showcased his talents, premiering



groundbreaking pyrotechnic achievements for the American Bicentennial. Just three years later, he launched Pyro Spectaculars by Souza, marking the end of the cottage business and beginning the modern pyrotechnic enterprise. From its humble beginnings at local street festivals almost 80 years prior, the family trade had become one of the largest and most respected fireworks display companies in the world.

SOUZA™ TODAY

In 1989, the fourth generation of the Souza pyrotechnic dynasty, Jim, became President and CEO of Pyro Spectaculars. Under his leadership, the company has revolutionized choreography methods and precision firing, providing eye-catching entertainment for the world's largest events. What we now know as the modern fireworks show emerged under his tutelage.

Under Jim's direction, Pyro Spectaculars created the now-famous Sky Concerts and Pyro Musicals; today, these concepts are popular throughout the U.S. and have become the hallmark of major events globally. The Pyro Musical has been described as the telling of the American story with the use of colorful set pieces, narration, and music. The Sky Concert fuses the ancient art of fireworks with modern technology, with fireworks designed for and choreographed to music performed live and over recorded media.

These concepts have helped expand the company, propelling Pyro Spectaculars by Souza to national and International acclaim. Along with brother-in-law and Executive Vice President Ian Gilfillan, the two have built one of the largest and most respected fireworks display companies in the world. The Pyro Spectaculars by Souza name is synonymous with excitement, quality, and safety.



THE NEXT GENERATION

The fifth generation of Souzas are currently realizing their dreams in the fireworks industry. Jim's sons Paul & Christopher Souza are working together with Ian's sons Matthew & Kevin Gilfillan to take the family trade to the next level. The group is working together to advance technology within the fireworks industry and install high-end production management. Their latest project is developing the PyroSpec - ProGrade Fireworks line. For the first time ever the consumer will have the opportunity to shoot their own Pyro Spectaculars by Souza fireworks display.

As they have been for five generations, the Souza family continues to push the boundaries of what is achievable with fireworks.



OUT OF THE PAST AND INTO THE FUTURE

We look back with pride at our heritage. From community events to shows on the world's largest stages, the Souza family's commitment to excellence continues. Now we're committed to making the best fireworks shows in the world even better. We'll continue to push the possibilities of what is possible with fireworks in our quest to bring entertainment to people around the world. It's our way of providing joy to people on every continent. It's why we are the fireworks ambassadors of the world.



Brooklyn Bridge, New York City, NY

WHAT IS PYRO-SPEC PRO GRADE FIREWORKS?

Pyro Spec Pro Grade Fireworks is the highest level of Pyrotechnic Devices classified as Articles of Pyrotechnics. These devices have been exclusively designed by the Souza family and their staff. The fireworks can be seen at shows of all levels across the globe. No show is too small or too large for Pyro Spec Pro Grade Fireworks. As a matter of fact these devices are used in almost every show Pyro Spectaculars by Souza creates.

Most people think of fireworks as a bunch of big booms. Although big booms are great, fireworks are an Art that has been perfected over several generations. It's these details that make a Pyro Spectaculars by Souza Show above and beyond what you might typically have seen in your community or your back yard.

CAN A GENERAL CONSUMER BUY THEM?

Yes absolutely. We have created a 1.4G Consumer version that has been tested in accordance to CPSC regulations and can be used in your back yard shows. As a matter of fact the devices are the exact same excluding the E-Port. These devices can be shot utilizing a consumer grade firing system or by simply using your back yard creativity. Either way they're the exact same size & effects utilized within a Pyro Spectaculars by Souza Show.



Space Needle, Seattle, WA

WHERE CAN I BUY THEM?

Pyro Spectaculars by Souza has partnered with Fireworks Over America as the exclusive distributor. By simply filling out the proper paperwork you can purchase either version that suits your operation from an FOA Distributor.



Golden Gate Bridge, San Francisco, CA

ARE THEY EXPENSIVE?

Pyro Spectaculars by Souza & Fireworks Over America believe in offering the highest quality fireworks in the world. Considerable time and effort has taken place to build the highest level of Articles of Pyrotechnics for both the Consumer and Display markets. These products were specifically designed with affordable costing in mind. Utilizing the leverage of our partnership and relationships with Chinese manufactures, we believe to have created the highest quality products at exceptional pricing. Please contact a Pyro Spectaculars or Fireworks Over America representative for more details. Product will not be available for purchase early 2019.



PRODUCED BY PYRO SPECTACULARS



DIRECT IMPORTERS • BEST DROP SHIP PROGRAM IN AMERICA



FIREWORKSOVERAMERICA.COM

CORPORATE OFFICE

(800) 345-3957

brandon@fireworksoveramerica.com

michael@fireworksoveramerica.com

INDIANA WAREHOUSE

(800) 678-2733

shelli@fireworksoveramerica.com

KANSAS CITY WAREHOUSE

(800) 675-6857

mikebeck@fireworksoveramerica.com

SOUTH CAROLINA WAREHOUSE

(866) 885-4068

david@fireworksoveramerica.com

PYROSPEC.COM