

Subject: FYRE Festival 2 – Location Update

Dear FYRE Festival 2 Ticket Holders,

We want to update you on an important change: FYRE Festival 2 will no longer take place in Playa del Carmen, Mexico.

Over the past 18 months we've worked closely with experienced third-party festival operators to ensure FYRE Festival 2 is built to the highest standard. In September 2024, we were offered to bring the festival to Mexico. At the request of local authorities, we agreed to host FYRE Festival 2 within the municipality of Isla Mujeres. In December 2024, we received official government documentation stating full support, after which we secured private venues with active operating permits, hotels, and we began building and selling tickets—only to be blindsided by a public statement claiming Isla Mujeres had no knowledge of FYRE Festival 2, despite months of collaboration and signed documentation.

Shortly after, the government of Playa del Carmen approached us with a proposal we couldn't refuse, promising full support:

- The Playa del Carmen government introduced us to venues, hotels, and hospitality partners, all of which we signed and paid.
- The Playa del Carmen government issued permits from the Secretary General, Tourism, and Environment—all paid for.
- The Playa del Carmen government held a joint press conference alongside our venue, production, and hospitality partners.
- The Playa del Carmen government made public announcements on their official government Instagram and X accounts, expressing their excitement for FYRE Festival 2 to take place in Playa del Carmen.

Then, days later, and after international media coverage, the same government publicly denied any awareness of FYRE Festival 2. You can't make this stuff up.

When a government takes your money, issues permits, promotes the event, and then pretends it's never heard of you, that's not just dishonest—it's theft. Due to this, we have decided to move FYRE Festival 2 elsewhere.

FYRE Festival 2 is still on. We are vetting new locations and will announce our host destination soon. Our priorities remain unchanged: delivering an unforgettable, safe, and transparent experience.

We'd love for you to continue on this journey. But if you prefer a refund, send an email to experience@fyre.mx with your full name and order number and we'll process it promptly. If you keep your ticket, it will be honored at the new location. No additional tickets will be released until we announce the new venue.

Thank you for your patience and support. FYRE Festival 2 is coming—and it'll be worth the wait.

– The FYRE Festival 2 Team