



## AEG FACILITIES RECEIVES AWARD AT VENUES TODAY ANNUAL CONFERENCE

Venues Today presented AEG Facilities with the Outstanding Corporate Partner in Sport and Entertainment Award at the Sport Entertainment and Venues Tomorrow (SVET) Conference in South Carolina. AEG Facilities was recognized for its long-standing commitment and exceptional service to the fields of sport, entertainment and venue management. The award was accepted by Dale Adams, vice president, booking and event development for AEG Facilities, who also spoke at SVET, on the topic of international entertainment and global tours.

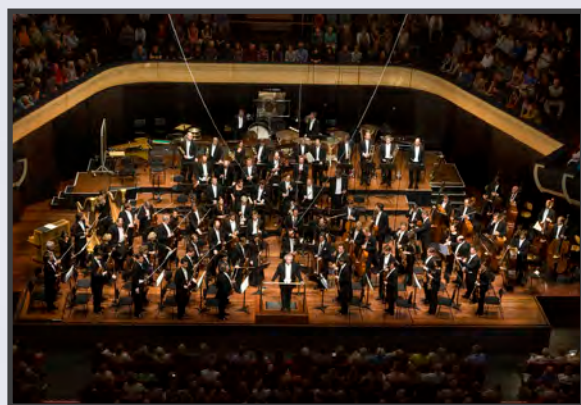
AEG Facilities' Dale Adams receives SVET award from the University of South Carolina's Chair of the Department of Sport and Entertainment Management, Dr. Andy Gillentine. Photo courtesy of Venues Today.

## BERLIN PHILHARMONIC ORCHESTRA PERFORMS AT PERTH CONCERT HALL IN FIRST-EVER AUSTRALIAN APPEARANCE

AEG Ogden's Perth Concert Hall presented the world class Berlin Philharmonic Orchestra, conducted by Sir Simon Rattle, in their first-ever Australian appearance. The orchestra performed twice, and was simulcast live across the State of Western Australia via the Westlink Network.

Eight regional centres hosted the live simulcast, which was free to audience goers, as well as 13 Community Resource Centres. In total, more than 10,000 people enjoyed the performance. In addition to the live performances, the orchestra hosted two private rehearsals for 250 people.

Andrew Bolt, General Manager of Perth Concert Hall said, "It took over five years of negotiating for the Berlin Philharmonic Orchestra to come to Perth Concert Hall. There were more than 150 musicians and support staff who travelled to Perth, many for the first time, who have taken back special memories of their visit and have become lifelong friends of the Hall. We are now planning the next orchestra in our World Orchestra series and look forward to welcoming the Vienna Philharmonic Orchestra in October 2011."



The Berlin Philharmonic Orchestra Performs in Australia at Perth Concert Hall for the first time.



Target Center's original 17 employees from left to right: Chris Wright, Timberwolves/Lynx President; Will Price; Steve Mattson, Target Center/AEG General Manager and Vice President; Susan Eitel; Vicky Reynolds; Tom Hanneman; Robert Burnett; Mary Bohmbach; Sara Grunewald; Carla Jo Mehl; Lynne Major; Jeff Munneke; Karen Swan; Mark Christopherson; Rob Moor, Timberwolves/Lynx CEO.

## TARGET CENTER CELEBRATES 20TH ANNIVERSARY

AEG Facilities' Target Center celebrated its 20th anniversary at the end of last year, with a press event honoring the 17 full-time staff members who have worked at the venue since it opened on October 13, 1990.

In its 20-year history, over 27 million people have attended 4,000+ events and more than 30 members of the Rock and Roll Hall of Fame have played Target Center, including the Rolling Stones, Prince, Billy Joel, Elton John and U2. Target Center is home to the NBA's Minnesota Timberwolves, the WNBA's Minnesota Lynx, the IHL's Minnesota Moose, Arena Football's Fighting Pike and Roller Hockey's Arctic Blast. It was the first arena in the country to be smoke-free, the first to utilize a moveable floor and the first to install a green roof.



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giving the world reason to cheer

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## POLLSTAR RANKS 22 AEG FACILITIES IN THE WORLDWIDE TOP 100 YEAR-END RANKINGS

In Pollstar's year-end rankings, 22 AEG Facilities were named to the Top 100 Worldwide Arenas in year-end ticket sales, accounting for 44% of ticket sales in the top 10. Topping the list at #1 was London's The O2, accounting for more than 1.7 million concert and show tickets sold in 2010.

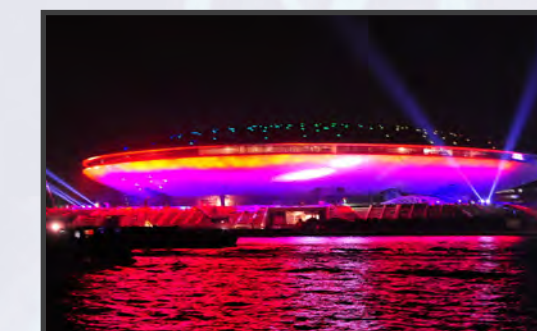
In the Top 10 are #4 Palais Omnisports de Paris-Bercy, Paris, France; #7 STAPLES Center, Los Angeles, Calif. and #8 O2 World Hamburg, Hamburg, Germany. The complete list of venues AEG Facilities owns, operates or is affiliated with that placed in the Top 100 include:

The O2, London, UK – 1	Valley View Casino Center, San Diego, CA – 43
Palais Omnisports de Paris-Bercy, Paris, France – 4	Rose Garden Arena, Portland, OR – 48
STAPLES Center, Los Angeles, CA – 7	KeyArena at Seattle Center, Seattle, WA – 49
O2 World Hamburg, Hamburg, Germany – 8	Target Center, Minneapolis, MN – 57
Sprint Center, Kansas City, MO – 13	Glasgow Arena, Glasgow, Scotland – 71
Acer Arena, Sydney, Australia – 15	AT&T Center, San Antonio, TX – 72
O2 World, Berlin, Germany – 16	Jobing.com Arena, Glendale, AZ – 80
Prudential Center, Newark, NJ – 24	BJCC Arena, Birmingham, AL – 84
Brisbane Entertainment Center, Boondall, Australia – 26	1stBank Center, Broomfield, CO – 87
AmericanAirlines Arena, Miami, FL – 32	Freedom Hall, Louisville, KY – 89
Ericsson Globe, Stockholm, Sweden – 36	FedExForum, Memphis, TN – 90

In total, AEG Facilities accounted for more than 8.1 million tickets sold in 2010 accumulated from venues across four continents while The O2 in London ranked 1st in ticket sales for the 4th year in a row.

Pollstar is the leading international publication for the concert industry, which annually publishes a list of the Top 100 arenas in ticket sales worldwide.

## MERCEDES-BENZ ARENA CELEBRATES GRAND OPENING WITH SOLD-OUT CONCERT



Mercedes-Benz Arena.

After its global success of the Shanghai World Expo 2010, the Mercedes-Benz Arena opened in January with a sold-out concert, starring two of China's biggest superstars, Alan Tam and Jane Zhang. The 18,000-seat multi-purpose arena, managed by AEG Facilities, in partnership with the Oriental Pearl Group (OPG) and the National Basketball Association (NBA), integrates mixed-retail and entertainment space into one building and is the first of its kind in China.

In addition, the facility is the first arena in China to have a naming rights partnership (see MasterCard Center article for the 2nd arena to have a naming rights partnership in China), and the only Mercedes-

Benz-named venue outside of Germany. With sales in China growing faster than anywhere in the world for Mercedes-Benz, the grand opening also marked the 125th anniversary of the automotive company's China operation.

The \$450 million complex has seating for up to 18,000, and offers 82 private suites, a VIP Lounge, a public indoor ice skating rink and 20,000 square meters of retail space, including cinemas and an NBA merchandise store. The popular multi-purpose entertainment destination welcomed more than eight million visitors over the six-month Shanghai World Expo, and will offer world-class events, including concerts, performing arts, sports and family entertainment.

## BEIJING'S ICONIC WUKESONG ARENA RE-NAMED MASTERCARD CENTER

In a landmark deal for China's sports and entertainment industry, MasterCard obtained the naming rights for the 18,000-seat iconic Wukesong Arena in Beijing, which is now the MasterCard Center. AEG Facilities, in conjunction with venue partner Bloomage International Investment Group, will continue to provide consultancy support for MasterCard Center.

The renaming of the stadium marks another milestone for China's rapidly growing sports and entertainment industry. MasterCard Center is the first 2008 Olympic Games venue to be branded commercially.

To officially launch MasterCard Center, popular Cantonese pop singer, Jackie Cheung, performed in January. Other headline artists are scheduled to perform in the arena, including local singer Feiyu Qing, Lin Yillian and The Eagles. The arena will also host NBA basketball, table tennis, badminton and other sporting events.

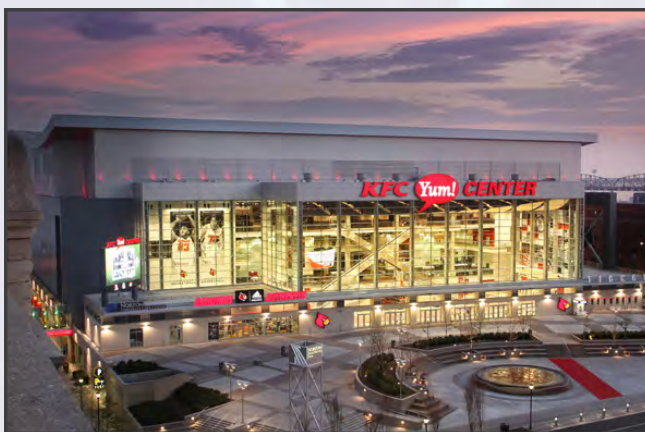


The newly named MasterCard Center in Beijing.

President and CEO of AEG China, John Cappelletti, said, "The Beijing Olympics was an amazing eye-opener for the world. It's great to have such a visionary partner like MasterCard who will continue the legacy of the Beijing 2008 Olympic arenas. The naming rights deal underscores MasterCard's long-term commitment to China and a milestone in the maturing of China's sport and entertainment industry. Together with MasterCard and our partners, we will bring world-class entertainment and priceless experiences to MasterCard Center."

The MasterCard Center is a key asset for MasterCard as it looks to build public awareness of its brand and services in China. It also complements its series of other region-wide initiatives that have created 'priceless' moments and opportunities for MasterCard cardholders.

## KFC YUM! CENTER GRAND OPENING IS A SUCCESS



The KFC Yum! Center on opening night.

The grand opening of the \$238 million KFC Yum! Center, Louisville's new multi-purpose arena, was a tremendous success. AEG Facilities supports revenue generation and event programming for the new state-of-the-art facility that boasts 721,762 square feet, houses more than 22,000 seats, offers four spacious meeting rooms, four club lounges and a 14,000 square foot lobby.

The KFC Yum! Center opened in style with the official Ribbon Cutting Ceremony that was marked with the ceremonial handing over of the keys by representatives of Mortenson Construction to officials with the Louisville Arena Authority, the facility's owner, and the Kentucky State Fair Board, the facility's operator. The Norton Healthcare Plaza was lined with national, state and local officials, various community leaders and hundreds of members of the public.

An elegant Inaugural Gala showcased the first-class experience the KFC Yum! Center offers its patrons. The gala featured remarks from the Louisville Orchestra, outstanding service from the facility's exclusive food service operator, Centerplate, and other activities that highlighted the venue's many amenities.

The week culminated in full use of the arena with an AEG Live show, as legendary band The Eagles, took to the stage in front of a sold-out crowd.

The community was also part of the celebration as four days of free tours of the KFC Yum! Center were offered for the public to experience the state-of-the-art arena, which is also home to the University of Louisville men's and women's basketball programs. During this time, more than 48,000 visitors saw first-hand the arena bowl, the Kentucky Athletic Hall of Fame, the University of Louisville Hall of Honor and various other areas and amenities of the facility.

## AEG FACILITIES OPENS ITS FIRST TURKISH VENUE IN ISTANBUL

AEG Facilities opened the 52,500 seat Turk Telekom Arena on January 15, with a soccer friendly, featuring home team Galatasaray S.K. of the Turkish Spor Toto Super Lig against AFC Ajax of the Dutch Eredivisie. The grand opening, led by a worldwide team of AEG Facilities executives and Galatasaray, welcomed a crowd of 40,000 people on opening night.

AEG Facilities entered into a long-term operating agreement with Galatasaray S.K. to manage the venue beginning in 2009. Turk Telekom Arena represents AEG Facilities' first Turkish venue in its network of more than 100 elite venues worldwide.

The multi-purpose venue replaces Galatasaray's 45-year old Ali Sami Yen stadium in Istanbul, and is home to the most decorated Turkish football club of all time, holding 17 Turkish championships, and the only Turkish team in history to win the UEFA Cup (2000).

In addition to Galatasaray home matches, the stadium will host concerts, special events, banquets, conferences and family shows.



A team of Galatasaray staff and AEG Facilities executives from across the globe worked together to open Turk Telekom Arena. Pictured are Kerem Cankur, board member, Galatasaray; Markus Fest, event manager, O2 World Berlin; Steve Brice, commercial services director, O2 Arena; Noel Jeffs, general manager, Turk Telekom Arena; Ebru Koksak, CEO, Galatasaray; Ole Hertel, sr. events director, O2 World Berlin; Brian Kabatznick, vice president, business development, AEG Facilities; Raj Saha, director, regional operations, AEG Facilities; Yesim Toroslu, assistant general manager, Turk Telekom Arena; David Anderson, director, regional operations, AEG Facilities; Can Bodur, events manager, Turk Telekom Arena; Ilker Ozen, events officer, Turk Telekom Arena; Mathias Schroeder, sr. information technology manager, O2 World Berlin; Steve Groatorex, project director, ISG; Kyle Waters, vice president, operations, The Home Depot Center; Ela Baykal, guest services officer, Turk Telekom Arena; Zeynep Gurler, manager, stadium administration, Turk Telekom Arena; Alper Garan, sponsorship manager, Galatasaray. Not Pictured: Michael Englund, operations and production manager, Stockholm Globe Arenas; Gary Wilson, chief engineer, The Home Depot Center.

## AEG OGDEN IN RECOVERY EFFORTS FROM BRISBANE FLOODING

Two of the three venues AEG Ogden manages in the Queensland capital - the Brisbane Convention and Exhibition Centre (BCEC) and Suncorp Stadium - were both affected by January's rising flood waters in Brisbane while the third, the Brisbane Entertainment Centre (BEC) escaped unaffected. The damage provided an opportunity for the company to develop a strategy whereby the venues could assist each other to get through their immediate issues and ensure continuity in business going forward.

"It's unique in a sense that we manage the number of venues we do in one city. With that came an opportunity in difficult circumstances to work as one to ensure, where humanly possible, that it was business as usual," said AEG Ogden Chairman and CEO Harvey Lister.

In addition to the structures, a critical issue was maintaining communications with venue stakeholders and patrons, particularly with upcoming events. The BEC provided meeting rooms for staff of both the BCEC and Suncorp Stadium to undertake disaster recovery and business continuity strategic planning sessions. In addition, the BEC was utilized as a meeting point for more than 6,000 volunteers who helped out as part of the massive city clean-up.

Lister and Co-Director, Rod Pilbeam said they appreciated the many calls and emails to the AEG Ogden venues from industry friends both from within Australia and abroad.

"Our sister venues managed by AEG have also shared with us some of their experiences from hurricanes and other natural disasters and this has provided valuable reinforcement for venue recovery and business continuity plans. We look forward to being back in business in the flood-affected venues in a very short period of time," said Lister.

## AEG OGDEN'S DARWIN CONVENTION CENTRE WINS REGIONAL AWARD



DCC staff receive Brolga Award: Alan Beck, Katrina Turner, Andrea Wicking, Malu Barrios, Carrie Altamura.

AEG Ogden's Darwin Convention Centre (DCC) in Australia's Northern Territory, won the Meetings and Business Tourism category of the 2010 Brolga Northern Territory Tourism Awards. The Top Tourism award is based on strategic business goals, quality of customer service, sustainability and tourism business.

Congratulations to General Manager Malu Barrios and his staff at the DCC, who, as winners in the Top Tourism category, will be automatically entered into the Qantas Australian Tourism Awards this Spring.

## FACES, PLACES AND EVENTS FROM AROUND THE AEG NETWORK

### LOUISVILLE KENTUCKY

The Eagles perform at opening night at the KFC Yum! Center.



### CHARLOTTE NORTH CAROLINA



Welcoming Carrie Underwood at Time Warner Cable Arena before her show on the facility's fifth anniversary are Director of Booking Glenn Grabski, Director of Marketing Andrea McGavin and Accounting Manager Ansel Gardiner.



### MIAMI FLORIDA

American Airlines Arena and AEG Facilities staff welcome Usher at his New Year's Eve performance in Miami.



### ROTTERDAM THE NETHERLANDS



Ahoy Arena celebrates its official reopening, with its multimillion European construction investment by the City of Rotterdam. The arena increased its seating capacity by 30% to 15,000 seats. Upcoming events include Usher, Justin Bieber and Taylor Swift. AEG executives pictured at the Vrienden van Amstel show, the first of seven sold out dates, are Peter van der Veer, general manager; Brian Kabatznick, vice president, business development, AEG Facilities; Jos van der Vegt, CEO; and Jolanda Jansen, general manager, consumer events.



### STOCKHOLM SWEDEN

Swedish Sports Awards – The crème de la crème of Swedish sport was gathered together with celebrities, politicians and the royal crown prince of Sweden

