



## MEDIA RELEASE

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**MICHAEL ROTH**  
Vice President, Communications  
213.742.7155

**Contact:**

Melissa Nutt  
ICON Venue Group  
303.796.2651

Michael Roth  
Vice President, Communications AEG  
213.742.7155

### **Romani Group, Inc. and AEG Announce Joint Venture**

***ICON Venue Group** to Provide Unparalleled Services for the  
Development and Management of New  
Sports and Entertainment Venues Worldwide*

**DENVER – November 16, 2004** – Romani Group, Inc. and AEG, two leaders in the sports and entertainment industry, announced the formation of ***ICON Venue Group, LLC***. The company combines the talents and resources of two preeminent organizations that have been at the forefront of the development of some of the world's most unique and important venues.

***ICON Venue Group*** is a joint venture between Romani Group, one of the industry's top firms in the development of sports, convention and medical facilities and developers of such facilities as Pepsi Center and Invesco Field at Mile High in Denver and Comiskey Park in Chicago, and AEG, one of the leading sports and live entertainment presenters in the world and developers/owners/operators of venues such as STAPLES Center and The Home Depot Center in southern California. The new company is the first and only firm of its kind providing a full spectrum of venue development and operations services for the sports and entertainment industry, including: project feasibility, financing, site selection and acquisition, facility programming, design development, construction management, sponsorship sales and servicing, venue commissioning and start-up and ongoing operations.

"We are very excited to introduce ***ICON*** to our current and future clients throughout the sports and entertainment industries," said Tim Romani, CEO of ***ICON Venue Group***. "Over our collective years of developing and operating some of the finest venues around the world, we came to see a real need for a one-stop resource that has proven expertise and accountability in every aspect of the development of world-class sports and entertainment venues."

Timothy J. Leiweke, President & CEO of AEG, explained that with an expanded roster of arenas and stadiums currently being developed by AEG, the establishment of **ICON** will clearly be an extremely valuable and needed asset to guarantee that each new project to come on line would be state-of-the-art and world-class.

"We've known and worked with Tim Romani and his company for many years and believe he is one of the very best venue developers and managers in our industry. He is the perfect person to

guide this new venture,” said Leiweke. “The team Tim has assembled to lead ICON has unparalleled, hands-on experience working on some of the most challenging, creative and exciting sports and entertainment venues around the world, on each and every occasion delivering them on time and on budget. That is the foundation upon which ICON Venue Group has been built,” Leiweke said.

The joint venture is organized such that all new sports and entertainment projects generated by AEG or Romani Group will be handled by ICON. Romani Group will continue to oversee the work for existing sports and public assembly projects, such as the four million square foot University of Colorado Health Sciences Center in Aurora, Colorado, and the Colorado Rapids Stadium in Commerce City, Colorado, as well as commercial developments in Romani Group’s portfolio.

ICON is currently providing complete and exclusive program management services for several venues being developed by AEG, including international projects such as the Millennium Dome Arena in London and the National Arena in Berlin, as well as domestic facilities such as Sprint Center in downtown Kansas City and Major League Soccer stadium projects for the MetroStars in New Jersey and the Chicago Fire in Bridgeview, Illinois. The company is also working with several major cities and team owners toward proposed new venues that will be announced in the near future.

The new company is set up to be a hands-on resource for venue owners, providing both development and operating services at a level unequalled by typical consultants working in the industry today. The name ICON was selected as a symbol of the company’s commitment to producing and operating “iconic” sports and entertainment facilities that are highly unique and recognizable as part of the fabric of each city’s individual personality and culture. The company name is also symbolic of its philosophy of being aligned with premier sports and entertainment facilities in major metropolitan cities around the world.

“With existing facilities and projects ready to break ground in London, Berlin, Chicago, Kansas City and New York, ICON is well on its way to establishing a solid foothold working in major markets around the world,” Romani said. “City leaders and team owners throughout the U.S. and abroad have a need for the support of a company that can guide landmark projects safely and successfully through design and construction and provide event programming and venue operations,” he added.

“The team at ICON is unrivaled by anyone else in the industry and their track record for developing outstanding facilities is second to none,” Major League Soccer Commissioner, Don Garber, said. “With a management philosophy centered on quality and accountability, as well as the combined experience of both AEG and Romani Group, ICON is a truly unique partner for those looking to develop the very best in sports and entertainment facilities.”

ICON will be headquartered in Denver, Colorado, with satellite offices in each city hosting major projects it manages.

**Photos are available upon request.**

**About AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Corporation, owns or controls a collection of companies including facilities such as STAPLES Center, The Forum (as exclusive booking agent for sports and entertainment programming), HealthSouth Training Center, NOKIA Theatre at Grand Prairie and Kodak THEATRE (as operator) and numerous sports franchises throughout the world. In addition, AEG has recently developed and opened The Home Depot Center, a \$150 million national training “campus” in Carson, California designated as an “Official U.S. Olympic Training Site” by the United States Olympic Committee that includes major facilities for soccer, tennis, track & field, cycling, volleyball, basketball and other sports.

AEG is currently overseeing the development of a proposed 4 million square foot development sports and entertainment district adjacent to STAPLES Center in downtown Los Angeles featuring NOKIA Theatre Los Angeles, a 7,000-seat state-of-the-art live theatre, a 55 story, 1200-room convention “headquarters” hotel, Club NOKIA, a 2,500 capacity live music venue along with entertainment, restaurant, broadcast studios, residential and office space. The company was recently selected to fully develop the 28-acre Millennium Dome and adjacent property located in the eastern part of London along the Thames River and will create new arenas within the Millennium Dome, on a 50-acre site in the heart of Berlin and in Kansas City, Missouri.

**About Romani Group, Inc.**

Romani Group, Inc. is a Denver-based program management/owners representative firm specializing in sports, convention center, and medical facility projects. The company has worked with both public sector and private sector clients and has managed several of the most successful arena and stadium projects in the world. Romani Group has demonstrated expertise in designing, constructing, commissioning and operating projects for NFL, NBA, NHL, MLB, and MLS franchises totaling nearly \$1 billion. For more information, call 303.796.9230.

**About ICON Venue Group**

A joint venture between Romani Group, Inc. (RGI) and AEG, ***ICON Venue Group*** is the first and only firm of its kind providing a full spectrum of venue development and operations services for the sports and entertainment industry, including project feasibility, financing, site selection and acquisition, facility programming, design development, construction management, venue commissioning, sponsorship sales and servicing and start up operations. For more information, visit [www.iconvenue.com](http://www.iconvenue.com) or call (303) 796-2655.

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