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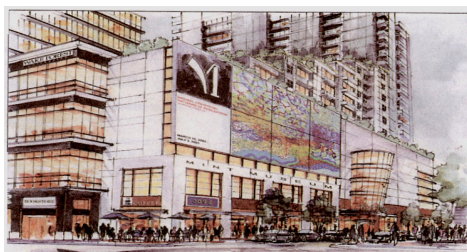
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Sports & Properties, Inc.

Arts & Science Council



News Release

CHARLOTTE: The Charlotte-Mecklenburg Arts & Science Council (“ASC”) has retained Sports & Properties, Inc. (“SPI”) of Raleigh for naming rights sponsorship services related to the new Uptown Charlotte Cultural Complex. The Cultural Complex is comprised of four venues including an 1100-seat theater, Bechtler Art Museum, new Mint Museum, and Afro-American Cultural Center, and is being developed by Wachovia Bank in conjunction with its new 46-story Uptown Office Tower.

“SPI has strong experience in naming rights and major sponsorships, particularly in the performing arts,” said Robert Bush, Senior Vice President of Planning, Programs, and Services for the Arts & Science Council. “We realized that the scope of our \$150 million campaign entails taking funding for Charlotte-area arts and cultural facilities to a whole new level. We felt that in order to be successful we need to explore a variety of means to take our fundraising to new levels accordingly. SPI is exploring the potential of a contemporary naming rights or sponsorship-driven approach that could facilitate significantly larger financial commitments than we have enjoyed in the past.”

“We are honored to be working on this incredibly exciting project together with the Arts & Science Council,” stated Hill Carrow, CEO of SPI. “To have four brand-new, major arts and cultural facilities developed contiguously and designed to open simultaneously would be the dream of any other

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major city in this country. Given Charlotte's momentum and the impressive nature of the complex, together with the backing of the City, Wachovia, and the arts community, we see significant potential for the project to attract substantial investment partners.”

The Charlotte-Mecklenburg Arts & Science Council is a non-profit, charitable organization charged with cultural planning, fundraising, and grant making in the greater Charlotte area. The ASC is the driving force behind the Charlotte Cultural Facilities Master Plan and the development of the Uptown Cultural Complex. The ASC is supported by more than 38,000 individual donors and receives funding from corporations as well as state and local government. In 2005, the ASC's annual budget exceeded \$17 million.

Sports & Properties, Inc. is a sports and entertainment marketing and development firm based in Raleigh. The firm's practice includes market analysis, naming rights, major sponsorship, and economic development work for facilities, developers, corporations, and cities. SPI clients and projects include Capitol Broadcasting Company, RBC Centura Bank, the Durham Performing Arts Center, Carolina Crossroads Music & Entertainment District, the City of Richmond, Wake Forest University, and the Cobb Energy Performing Arts Centre.

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