

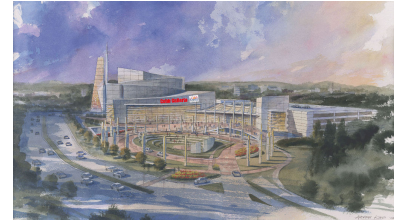
Contact: Hill Carrow
Sports & Properties, Inc
hcarrow@sportsproperties.com

711 Hillsborough Street
Raleigh, NC 27603
Fax 919 890 69259

**Sports & Properties,
Inc.**

News Release

For immediate release: December 14, 2004



Sports & Properties, Inc. (SPI) recently completed an extensive naming rights analysis for the new \$96 million Performing Arts Centre scheduled to break ground next month in the Galleria area of Atlanta, Georgia.

The Cobb Galleria Performing Arts Centre, as the new facility is currently called, is a project of the Cobb Galleria Centre, one of the country's most successful convention centers. The Cobb Galleria Centre is under the ownership and management of the Cobb Marietta Coliseum and Exhibit Hall Authority in Cobb County, Georgia. The Performing Arts Centre will also be developed and owned by the Authority.

The Performing Arts Centre will be constructed on 11 acres of undeveloped land adjacent to I-75, near its intersection with I-285, in Atlanta. The Centre is being designed by the architectural firm of Smallwood, Reynolds, Stewart & Stewart of Atlanta, and will feature a 2750-seat theater, 10,000 square foot banquet hall, and 1500 space parking deck, in its initial phase. Phase II of the Performing Arts Centre will add a smaller 900-seat theater and 200-seat black box theater.

SPI was retained to determine the value of naming rights as well as priority industries and corporations for the naming rights opportunity. "It was particularly exciting to be brought in on the project," said Hill Carrow, SPI CEO, "As there are relatively few corporate naming rights sponsorships of performing arts centers in North America. The incredible facility which Cobb Galleria is planning, combined with the Atlanta market and high visibility location, make for a very unique opportunity."

Jim Cain, Principal in SPI's Sports and Entertainment Development practice, complimented the vision of the Authority and Cobb Galleria staff that realized they would be breaking new ground with potentially one of the country's largest performing arts center naming rights deals. As Cain put it, "The Cobb Galleria team retained SPI to help translate the best components of major sports naming rights deals into a state-of-the-art performing arts center. This very forward-thinking approach bodes well for their future success."

SPI is a sports and entertainment marketing and development firm based in Raleigh, NC. The company focuses on sports and entertainment as economic development. As such, SPI

consults with sport teams and franchises, arts and entertainment groups, and cities and states with respect to their facilities, sports and entertainment activities and initiatives. Locally SPI serves as sports and entertainment marketing agency for North Carolina-based companies such as Capitol Broadcasting Company, RBC Centura Bank, and Progress Energy. On a national level, within the last year, SPI completed major projects for clients in Atlanta, Chicago, Colorado Springs, Dallas, Sarasota, FL, and Virginia Beach, VA. Currently the firm is serving as project manager for what is projected to be the country's largest aquatic center, and is leading the \$10 million sponsorship and development campaign for the new headquarters and Hall of Fame for the CIAA Conference, one of the oldest collegiate athletic conferences in the United States.

For more information contact:

Sports & Properties, Inc.; Hill Carrow, CEO (919) 890-6284; Fax (919) 890-6259
hcarrow@sportsproperties.com ; www.sportsproperties.com

Cobb Galleria Performing Arts Centre: Wendy Riggs, GM (770) 955-5126; Fax (770) 995-7719
www.cobbgalleria.com