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News Release

Duluth, GA: Sports & Properties, Inc. (SPI), of Cary, North Carolina, has completed a naming rights sponsorship valuation analysis of The Arena at Gwinnett Center in Duluth, GA for the Gwinnett Convention & Visitors Bureau.

The Arena at Gwinnett Center is a 13,000-seat venue located on the campus of the Gwinnett Center, which also includes a 70,000+ square foot Convention Center and a 700-seat Performing Arts Center. The Arena and its sister facilities are owned and operated by the Gwinnett County Convention & Visitors Bureau (Gwinnett CVB). The Arena plays host to the Gwinnett Gladiators of the East Coast Hockey League and the Georgia Force of the Arena Football League. In addition, The Arena welcomes numerous recording artists, family shows and special events throughout the year. In 2010, The Arena totaled over 925,000 visitors.

“The work done by Sports & Properties has been right on point as we continue to examine ways to deliver the most value to our sponsors,” said Preston Williams, CEO of the Gwinnett CVB. “SPI has a strong history with regard to naming rights projects, with deep experience in both sports and entertainment venues and performing arts.” Previously in the Atlanta area, SPI handled naming rights work on the Gwinnett CVB’s Coolray Field and the Cobb Energy Performing Arts Center in the Galleria area.

“We were thrilled to have the opportunity to team up with the Gwinnett Convention & Visitors Bureau for a second time,” said Hill Carrow, CEO of SPI. “The Arena at Gwinnett Center is an

outstanding venue and our analysis will assist the CVB in their efforts to position the Arena for more long-term success.”

About Gwinnett Convention & Visitors Bureau: The Gwinnett CVB is the promotional and marketing agency for Gwinnett County, GA, and oversees the area’s major facilities including the Gwinnett Center, the Arena at the Gwinnett Center, the Gwinnett Performing Arts Center, and Coolray Field. For more information on the Gwinnett CVB, go to gcvb.org.

About Sports & Properties, Inc.: Sports & Properties, Inc. is a sports and entertainment marketing and development firm located in Cary, NC. The company is a specialist and innovator in naming rights and major sponsorships. SPI also consults with cities and community organizations on sports and entertainment economic development projects, represents major corporate clients with regard to their sports and entertainment sponsorships, and manages major sports events and activities. Recent clients include Mandalay Baseball Properties, the 2011 U.S. Figure Skating Championships, and Disney Sports Productions. For more information on Sports & Properties, Inc., visit www.sportsproperties.com.