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SEDGWICK COUNTY, KANSAS
COMMUNICATIONS

NEWS

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HOUSE OF SCHWAN EARNS LOUNGE NAMING RIGHTS AT INTRUST BANK ARENA

(Sedgwick County, Kan.) Sedgwick County announces a 10-year agreement with the House of Schwan for naming rights of the public lounge in the INTRUST Bank Arena and marketing exclusivity within the arena for domestic, light, import and specialty malt beverage categories. In addition, House of Schwan will receive signage at specified locations in the arena and on the INTRUST Bank Arena Web site. Beyond this naming rights agreement, House of Schwan also has contracted for the use of a suite and a loge box, each for 10 years, on the same terms applicable to other tenants in the arena.

Sedgwick County contracted with Superlative Group through a competitive bid process in 2005 for naming rights, premium seating and sponsorship consultation. Sedgwick County sold to INTRUST Bank the right to name the arena INTRUST Bank Arena, to Spirit AeroSystems the right to name the concourse Spirit AeroSystems Concourse, and to Cessna Aircraft Company the right to name the plaza Cessna Plaza. Pepsi Co. also has signed an agreement with SMG to provide non-alcoholic beverages at the arena for 10 years.

Sedgwick County will receive a total of \$17.114 million from these agreements.

INTRUST Bank Arena, Wichita's premier entertainment venue, is scheduled to open in January 2010. The arena, located in downtown Wichita, will seat up to 15,000 guests for a variety of events including professional and collegiate sports, concerts, family shows and corporate functions and will have the largest seating capacity of any venue in the State of Kansas. INTRUST Bank Arena is owned by Sedgwick County government and managed by SMG, the world leader in venue management, marketing and development. Headquartered in Philadelphia, SMG provides management services to more than 200 public assembly facilities including arenas, stadiums, performing arts centers, theaters, and convention, conference and trade centers. As the recognized industry leader since 1977, SMG provides construction and design consulting, pre-opening services, venue management, sales and marketing, and event booking and programming. SMG also offers food and beverage operations through their in-house catering company Savor. Catering by SMG currently services 65 accounts worldwide. With facilities across the United States, and in Puerto Rico, Mexico, Canada, Europe and the Middle East, SMG controls more than 1.5 million entertainment seats worldwide and manages more than 10 million square feet of exhibition space.

For additional information on the INTRUST Bank Arena, please visit www.intrustbankarena.com.

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