



New Premium VIP Annex at the O₂ World Hamburg – Opening on March 13, 2012

On Tuesday, March 13, 2012, Anschutz Entertainment Group's new Premium VIP Annex at the O₂ World Hamburg will open its doors for the first time for an Udo Lindenberg concert. The VIP Annex will not only serve as a new, spacious VIP entrance lobby, but will also provide new hospitality and catering amenities with a Premium Club on the first floor and a Premium Lounge on the second floor. In addition, more office spaces for O₂ World Hamburg employees have been added to the ground floor.

The VIP Annex addition to the existing arena represents the last major milestone of AEG's investment strategy for northern Germany's largest multi-purpose arena. It was built on budget and on schedule and accepted on February 29, 2012.

Spearheading this effort was AEG's joint venture partner ICON Venue Group who represented AEG during all planning, construction and commissioning phases of development. ICON's efforts were supported by JSK International Architects, P2B engineers and the general contractor Aug. Prien GmbH & Co. KG.

"I am delighted that the VIP Annex was completed on time and on budget. Thanks to the VIP Annex we can now offer our premium guests and suite guests many new and attractive opportunities to meet and greet." says Uwe Frommhold, Managing Director of the O₂ World Hamburg. "In the Premium Club on the first floor and in the Premium Lounge upstairs, we are now able to offer our guests an even more enhanced service and convenience during their visit to an event."

The O₂ World Hamburg has already been in operation for ten years. After AEG's signing of a new naming rights deal with O2 in April 2010, AEG embarked on an Euro 10 million investment strategy that included the addition of a 360-degree LED board, the complete refurbishment of 24 luxury suites as well as enhancements to the suite concourse and exterior façade.

PREMIUM VIP ANNEX INFORMATION

General:

The Premium VIP Annex is a 3-story, 2,000 m² addition that was built adjacent to the existing arena. The VIP Annex maintains two escalators to efficiently move VIP patrons to their desired level. The new hospitality spaces are equipped with bars and kitchen facilities that will serve both premium and suite guests.

Premium Club:

The Premium Club will serve arena guests who have booked a premium or classic package on an event by event basis. The Premium Club is located on the first floor and is in very close proximity to the seats for the premium guests. It maintains a modern restaurant area with sitdown dining with views through its large panoramic glass facade. The Premium

Club is equipped with several show-cooking stations offering a wide range of culinary delights. Additional amenities include a spacious bar area and the use of a free wardrobe.

Premium Lounge:

Located on the top floor of the VIP Annex, the Premium Lounge will serve suite guests. Access to the Premium Lounge is via two escalators. In the Premium Lounge, visitors will find a new area, exclusively designed for suite guests, which can be visited before and after an event. In this hospitality area, suite guests can enjoy a welcome drink, relax in the luxurious environment and meet and greet other suite guests and expand their network.

