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FOR IMMEDIATE RELEASE

MLS PHILADELPHIA HIRES ROSSETTI AND ICON TO DESIGN \$115 MILLION, 18,500-SEAT MULTI-PURPOSE STADIUM

Owners turn to industry veterans to develop home for future professional soccer team

CHESTER, PA (August 5, 2008) – Keystone Sports and Entertainment, LLC, the Major League Soccer (MLS) Philadelphia 2010 ownership group, announced Rossetti Architects, an international design firm with offices in Detroit, Los Angeles, Denver, Newport Beach and Shanghai, and ICON Venue Group (ICON), the owner's representative based in Denver, Colo., will lead the design and construction of the \$115 million stadium situated along the waterfront in Chester, Pa. The multi-purpose stadium will be home to the MLS Philadelphia team making its debut in 2010. Rossetti will be designing the MLS Philadelphia 2010 stadium and ICON will provide complete project management services to ensure the project is successfully delivered within budget and on schedule for its first game in 2010.

"We are launching a premier MLS franchise and building a world class stadium so we wanted nothing less than the best Owner's Representative in the sports industry to oversee the design and construction of our newest local landmark and the best sport architecture firm to design it," said Nick Sakiewicz, CEO and Operating Partner of Keystone Sports and Entertainment, LLC. "Rossetti's noted innovative and stunning designs coupled with ICON's well-earned reputation as soccer-specific development experts are the perfect combination. They will be a tremendous compliment to our project team."

The 18,500-seat stadium will be constructed at the foot of the Commodore Barry Bridge in Chester, just 13 miles from downtown Philadelphia and accessible by public transit and Interstate 95. The multi-purpose stadium will feature an 11,000 square foot club, 38 suites ranging in size from 8 to 21 seats (plus an owner's suite with 29 seats), a special 2,000 seat zone for the Sons of Ben supporters club, and a party deck overlooking the field and river. Additionally, the new structure will have a waterfront park and plaza used not only for stadium entry, but also for city sponsored events such as festivals. The new stadium is the centerpiece of a \$500 million entertainment, retail, residential and commercial development covering more than 60 acres along the historic Delaware River waterfront.

Rossetti has partnered with ICON on three other MLS projects and one arena in the past including Red Bull Park in Harrison, NJ; Toyota Park in Bridgeview, Ill.; Real Salt Lake in Sandy, Utah (currently under construction); and Citizens Business Bank Arena in Ontario, Calif. Additionally, Rossetti also designed the Home Depot Center in Carson, Calif.

“It is truly a pleasure to partner with Keystone Sports and Entertainment to design the new home of MLS soccer in Pennsylvania,” stated Gino Rossetti, Chairman, Rossetti. “The team of ICON and Rossetti is a continuation of a longstanding relationship and one that has resulted in numerous successful MLS projects. It is extremely rewarding for us to work with Nick and his partners to realize the dream of a stadium in Chester which will anchor an exciting new development on the riverfront. We are passionate about designing projects that harmonize with the existing fabric of the community while also encouraging new investment and activity, and I believe that the stadium in Chester is a perfect example of this approach.”

Rossetti also has designed professional, civic and collegiate sports venues across the country and around the world. Rossetti’s professional sports facility experience includes the USTA National Tennis Center in Flushing Meadows, NY (home of the U.S. Open); Ford Field NFL Stadium; Scotiabank Place NHL Arena in Ottawa, Canada; and the Palace of Auburn Hills, home of the NBA’s Detroit Pistons.

“ICON and Rossetti have set the gold standard for MLS stadium design and project management with landmark projects for the Chicago Fire and ReAL Salt Lake,” said Tim Romani, President of ICON Venue Group. “We are delighted to team up again with Gino and Matt and are excited to create another spectacular American soccer venue. Nick Sakiewicz and his partners at Keystone Sports and Entertainment have a grand vision for their new venue and ICON is proud to be on their team.”

Romani will serve as Principal-in-Charge, Marc Farha, ICON Senior Vice President, will serve as Project Executive, and Steven Wronski, ICON Associate, will serve as Senior Project Manager. In addition to the three MLS projects with Rossetti, Romani and his team have also worked on Dick’s Sporting Goods Park in Commerce City, Colo. Other noteworthy ICON projects include the Pittsburgh Penguins new arena, The O2 Arena in London, O2 World Arena in Berlin, Sprint Center in Kansas City, and Prudential Center in Newark.

ABOUT KEYSTONE SPORTS AND ENTERTAINMENT, LLC

Keystone Sports and Entertainment, LLC, is the Major League Soccer Philadelphia 2010 ownership group. It is comprised of Chairman and Chief Executive Officer of iStar Financial Jay Sugarman, CEO and Operating Partner Nick Sakiewicz, Christopher and Robert Buccini and David Pollin, founding partners of The Buccini/Pollin Group, Swarthmore Group Chairman James Nevels, and Philadelphia attorney William Doran. For more information about MLS Philadelphia 2010, visit www.mlspilly2010.com.

ABOUT ICON VENUE GROUP

A joint venture between Romani Group, Inc. (RGI) and AEG, ICON Venue Group is the first and only firm of its kind providing the full spectrum of venue development and operations services for the sports and entertainment industry, including project feasibility, financing, site selection and acquisition, facility programming, design development, construction management, venue commissioning, sponsorship sales and servicing, and start up operations. ICON has worked with both public sector and private sector clients and has managed several of the most successful arena and stadium projects in the world. ICON Venue Group has demonstrated expertise in designing, constructing, commissioning, and operating projects for NFL, NBA, NHL, MLB, and MLS franchises totaling over \$3 billion. For more information, visit www.iconvenue.com.

ABOUT ROSSETTI

Rossetti established in 1969, is one of the foremost sports, recreation and entertainment architecture firms in the world. The firm’s scope of services is based on an integrated multi-disciplinary approach through architecture, strategic planning, interior design and graphics. Rossetti has designed sports facilities for the MLS, NFL, NBA, NHL, communities and civic organizations, and the collegiate market, including the USTA National Tennis Center in Flushing Meadows, NY; Ford Field, home of the NFL’s Detroit Lions, and the Palace of Auburn Hills NBA arena. For more information, visit www.rossetti.com.