



## MEDIA RELEASE

---

**MICHAEL ROTH**

Vice President, Communications  
213.742.7155

### *AEG Global Partnerships Moving to the Cloud*

#### ***AEG's naming rights and sponsorship sales division signs onto the Activator platform to manage global partnerships starting with L.A. LIVE's Founding Partners and sponsors***

Los Angeles, CA, January 23, 2012 – AEG today announced the adoption of **Activator**, a new cloud based platform for managing marketing partnerships. L.A. LIVE, Los Angeles' premier sports and entertainment district and home to multiple facilities including STAPLES Center, Nokia Theatre L.A. LIVE, Club Nokia and the GRAMMY Museum, will be the first of AEG's owned or operated venues to use Activator to manage relationships with the Founding Partners and sponsors affiliated with key Los Angeles-based facilities including Delta, Toyota, and Nokia.

“Our marketing partnerships today are global, fast-paced, media-rich and highly collaborative,” said Todd Goldstein, President of AEG Global Partnerships. “Activator brings us and our partners closer together, with more ongoing engagement on activation, better technology for sharing multimedia, and the best ongoing recapping framework anywhere,” said Goldstein.

By using Activator to manage multiple relationships, L.A. LIVE and all of its venues will gain the ability to centralize sponsorship details in a single online location, accessible 24/7 by both AEG and its partner brands and their agencies. In that space, both sides will have the ability to check in on contracts, programs, and deliverables in real time, and work collaboratively to share dynamic proof of performance including HD video and high fidelity audio.

“AEG is known as a leader in sales,” said Len Perna, President & CEO of Turnkey Intelligence. “But their primary focus more recently is on becoming the very best at activation. Becoming an early adopter of Activator is further evidence that AEG's priorities are in the right place and good news for AEG's marketing partners,” said Perna.

#### **About AEG:**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or is affiliated with a collection of companies including over 100 of the world's preeminent facilities such as STAPLES Center (Los Angeles, CA), The Home Depot Center (Carson, CA), Best Buy Theater (Times Square, New York), Sprint Center, (Kansas City), Rose Garden Arena (Portland, OR), Target Center (Minneapolis, MN), Mercedes-Benz Arena (Shanghai, China), MasterCard Center (Beijing, China), O2 World Hamburg (Hamburg, Germany), Allphones Arena (Sydney, Australia), Ericsson Globe arena (Stockholm, Sweden), O2 World arena (Berlin, Germany) and The O2 arena and entertainment district (London, England) which are all part of the portfolio of *AEG Facilities*. Developed by AEG, L.A. LIVE is a 4 million square foot / \$2.5 billion downtown Los Angeles sports, residential & entertainment district featuring Nokia Theatre L.A. LIVE and Club Nokia, a 54-story, 1001-room convention "headquarters" destination along with

entertainment, restaurant and office space that “officially” opened in 2010. In addition to overseeing privately held management shares of the Los Angeles Lakers (NBA), assets of *AEG Sports* include franchises and properties such as the Los Angeles Kings (NHL), Los Angeles Galaxy and Houston Dynamo (MLS), two hockey franchises in Europe, the Amgen Tour of California cycling race and Zazzle Bay to Breakers foot race. *AEG Live*, the company’s live-entertainment division, is the world’s second largest concert promotion and touring companies and is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions with fifteen regional offices. *AEG Global Partnerships*, a division responsible for worldwide sales and servicing of sponsorships, naming rights and other strategic partnerships and *AEG Merchandising*, a multi-faceted merchandising company are also core business units of AEG. In 2010, AEG launched its **AEG IEARTH** environmental program with the announcement of 2020 environmental goals and the release of the industry's first sustainability report while in 2011, AEG introduced *axs Ticketing*, the first phase of its new entertainment platform serving as the company’s primary consumer brand which will also feature a mobile service as well as a video content service now in development. For additional information, visit [www.aegworldwide.com](http://www.aegworldwide.com).

#### **About L.A. LIVE**

L.A. LIVE is a 4 million square foot / \$2.5 billion downtown Los Angeles sports, & entertainment district featuring Nokia Theatre L.A. LIVE (7,100 seats) and Club Nokia (2,300 capacity live music venue), a 54-story, 1,001-room convention “headquarters” destination (featuring The Ritz-Carlton and JW Marriott hotels and 224 luxury condominiums – The Residences at The Ritz-Carlton – all in a single tower), The GRAMMY Museum, Regal Cinemas L.A. LIVE Stadium 14 movie theatre, and “broadcast” facilities for ESPN, along with entertainment, restaurant, and office space. More events, award shows, sporting competitions, concerts and hospitality options are showcased at L.A. LIVE than any other destination in the world. Visit L.A. LIVE today at [www.lalive.com](http://www.lalive.com)

#### **About Turnkey Intelligence**

Turnkey Intelligence is a wholly owned subsidiary of Turnkey Sports & Entertainment, the holding company that also owns and operates Turnkey Search, the industry's leading executive search firm. Turnkey Intelligence is the sports and entertainment industry's leader in custom consumer research (SURVEYOR), sales automation (PROSPECTOR), and partnership activation (ACTIVATOR). Clients utilize Turnkey's software and services to make better-informed business moves involving sponsorship, marketing and sales.

AEG Contact:

*Michael Roth*

*Vice President, Communications*

*AEG*

**(213) 742-7155**

[mroth@aegworldwide.com](mailto:mroth@aegworldwide.com)

Turnkey Contact:

*Patrick Kuhlen*

*Vice President of Product Design & Marketing*

*Turnkey Sports & Entertainment*

856-685-1450

[PatrickKuhlen@TurnkeySE.com](mailto:PatrickKuhlen@TurnkeySE.com)

#####