

MAGIC, CITY UNVEIL A NEW BEACON FOR THE ORLANDO EVENTS CENTER

HOK SPORT DESIGN CREATES DYNAMIC, INTERACTIVE ENTRY ELEMENT

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ORLANDO, FL – A new beacon for the Orlando Events Center will create a powerful, memorable new entry for the Orlando Events Center. New renderings were unveiled by project designer HOK Sport along with the Orlando Magic.

“From the very beginning, the Mayor, City Council and the Magic wanted to create a memorable and powerful iconic feature for our new Events Center in downtown Orlando,” said Alex Martins, Orlando Magic Chief Operating Officer. “As we detailed the final design elements for the Events Center, this new entry beacon became the identity feature that would be seen for miles and mark the gateway for downtown Orlando.”

The 188-foot entry beacon at the northeast corner of the new arena will be clad in a translucent stainless steel mesh skin illuminated by more than 200 LED lights. This energy-efficient light display allows for an ever-changing kinetic light display with the ability to program its color based on the events inside the arena. The beacon is grounded in the first-floor retail space and penetrates upward through meeting/hospitality space and outdoor terrace bars on each of the public concourse levels, creating an interactive element through all four levels. The element will identify the very top portion of the Events Center as it terminates at the sky bar overlooking downtown Orlando. This design emphasizes verticality and creates a forward-looking experiential design element, said HOK Sport arena designer Brad Clark.

“The entry beacon will animate the entry experience for arena fans, creating energy and excitement,” said Clark. “We brought an artistic quality to an architectural feature, creating a defined and experiential symbol for Orlando.”

The Orlando Events Center is scheduled to open in the fall of 2010 as the home to the Orlando Magic and the Orlando Predators. It also will compete to host major national events, concerts and family shows. The City of Orlando will operate the new Events Center, while the community will own the facility.

Ground was broken on the facility in July 2008, and the construction team is currently finishing the foundational elements of the building with vertical construction schedule to commence within the next few weeks.

About The Orlando Magic

Orlando’s NBA franchise since 1989, the Magic’s mission is to be world champions on and off the court, delivering

legendary moments every step of the way. On the court, Orlando has won three division championships (1995, 1996, 2008), had four 50-plus win seasons, and won the Eastern Conference title in 1995. Off the court, on an annual basis the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise, scholarships and grants. Orlando Magic community relations programs impact an estimated 75,000 kids each year, while a Magic staff-wide initiative provides more than 5,000 volunteer hours annually. In addition, over the last 19 years nearly \$14 million has been distributed to local non-profit community organizations via The Orlando Magic Youth Foundation (OMYF), a fund of the McCormick Foundation since 1994, which serves at risk and disadvantaged youth. Ticket highlights for 2008-09 include: 7,569 seats priced \$25 or under per game; a \$27 lower bowl ticket; and tickets priced at \$10 per game. For ticket information log on to orlandomagic.com or call 407-89-MAGIC.

Through the National Basketball Association's NBA CARES program, the league, players and teams will raise and contribute \$100 million for charity, donate more than 1 million hours of hands-on volunteer service to communities worldwide, and build more than 100 places where kids can learn and play over the next five years.

The Orlando Magic is also the developer of the new downtown Events Center which will compete to host major national events, concerts and family shows. Opening in the fall of 2010, the facility will be operated by the City of Orlando and owned by the Central Florida Community.

About HOK Sport

HOK Sport is one of the world's leading design firms – and the only firm in the world dedicated exclusively to the design of sporting venues. As designers of some of the world's most identifiable sports and entertainment buildings, HOK Sport continues to define a building type which has played an increasing role in establishing the architectural fabric of modern cities. Their architects are the world's finest and most experienced, drawing from the combined expertise of more than 825 projects with construction value exceeding \$20 billion. HOK Sport's client list is diverse and comprehensive; it includes 24 Major League Baseball franchises, 30 NFL franchises, 80 professional and civic arena clients, 40 soccer and rugby teams and 120 colleges and universities. The firm has received more than 200 design awards, including three national design awards from the American Institute of Architects. With offices in Brisbane, Australia; London, England; Beijing, China; Nashville, Tennessee; Knoxville, Tennessee; Denver, Colorado; and Kansas City, Missouri, their reach is worldwide.

In August 2008, it was announced that the Board of HOK Group, Inc. and managers of HOK Sports Facilities, LLC have jointly agreed to transfer ownership of HOK Sport Venue Event to leaders of that practice. Over time, HOK Sport Venue Event will launch a new corporate name and brand. Subject to final terms, the buyout is expected to be complete by the end of 2008.