

## **IMPACT PARTNERS WITH AEG TO LAUNCH NEW IMPACT SPORTS BAR & GRILL INSIDE STAPLES CENTER**

*Multiyear Agreement Launches the First-Ever Impact Sports Bar & Grill Inside the Iconic Los Angeles Arena and Names Impact an Official Partner of STAPLES Center and the LA Kings*

**LOS ANGELES – January 18, 2018** – AEG, the world’s leading sports and live entertainment company, has launched a comprehensive marketing partnership with Impact, a leader in the business process optimization sector. The multiyear agreement, brokered by AEG Global Partnerships, will strategically align both brands and bring the first-ever Impact Sports Bar & Grill to the main concourse inside the iconic STAPLES Center in downtown Los Angeles. In addition to the naming and branding rights of the restaurant, Impact is highlighting its new presence in Los Angeles by becoming an official partner of STAPLES Center and the LA Kings. The agreement expands Impact’s visibility and deepens its ties to the business community across the Southern California region.

“We are thrilled to partner with STAPLES Center to take over the branding for the main concourse restaurant, now Impact Sports Bar & Grill. This space anchors our presence on the West Coast and will be a destination for our clients and vendors,” said Impact CEO Frank Cucco. “Having recently expanded our business to the West Coast, we are proud to sponsor a franchise so highly acclaimed as the LA Kings, as well as stake a presence with a team so rooted in Los Angeles’ history and culture. We look forward to achieving continued growth and sales with STAPLES Center and the LA Kings by our side.”

Beginning January 18, 2018, the 4,400 sq. ft. Impact Sports Bar & Grill, the first ever arena-based Impact-branded hospitality space, will open its doors to sports and entertainment fans during publicly ticketed events at STAPLES Center. Located prominently on the main concourse just steps from the game-time action, guests will enter via the arena’s Star Plaza and be instantly immersed in the exciting atmosphere STAPLES Center attendees have come to expect during an event. Fans can watch their favorite players and teams on more than 30 television screens, while ordering from a menu of signature food and drink options by Levy Restaurants. Impact Sports Bar & Grill will also feature premium Impact branding and signage throughout the interior and exterior of the restaurant along with first-class, state-of-the art amenities and seating.

“Together with Impact, we have created a dynamic hospitality space that will allow our STAPLES Center guests to be the true benefactors of this new relationship,” said Lee Zeidman, President of STAPLES Center and L.A. LIVE. “Joining forces with a best-in-class company like Impact on the new Impact Sports Bar & Grill presents a tremendous opportunity for us to add value at our venue, enhance the guest experience and raise the bar of excellence even higher for the thousands of visitors we receive each year.”

Established nearly two decades ago and headquartered in Illinois, Impact has always focused on organic growth and one of the most important factors for this is brand recognition. A part of the company’s rapidly expanding West Coast initiatives and operations, is its partnership with AEG – its first foray into the sports, live entertainment and hospitality sectors in Los Angeles. Although the company’s presence is recent in California’s competitive sports landscape, Impact has had a

long-standing history of supporting sports teams and maintaining partnerships across several professional franchises, including the Chicago Blackhawks, the Milwaukee Brewers, the Chicago Cubs and more. Impact's alignment with a world-class facility and a NHL team, such as STAPLES Center and the LA Kings, will raise brand awareness for the company among a passionate and growing group of sports and entertainment fans. This sponsorship will include Impact's presence at all LA Kings home games at STAPLES Center, including dasher boards and LED advertising, as well as various hospitality elements. Additionally, with LA Kings hockey becoming a major event on the Los Angeles sporting calendar, the new partnership will enable Impact to speak to its target customers in new and meaningful ways.

"Impact's vision for outstanding service and commitment to customers clearly aligns with ours, making this partnership a natural fit," said Josh Veilleux, vice president, AEG Global Partnerships. "We are proud to bring the Impact Sports Bar & Grill to our fans at one of the most iconic venues in our portfolio of assets, helping Impact expand both its overall business footprint and its exemplary services in the Los Angeles market."

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#### **ABOUT IMPACT**

Impact is a fierce competitor in the Business Process Optimization space. Founded in 1999, Impact employs over 450 people at its 15 locations. Impact uses business process optimization to help growing organizations reduce redundant, manual or paper-based processes. Teams of specialists work together to design, implement and support industry-leading solutions and technology. These sustainable initiatives lead to increased efficiency and the rapid achievement of operational goals.

#### **ABOUT AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: **AEG Facilities**, which is affiliated with or owns, manages or consults with more than 200 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Presents**, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; **AEG Real Estate**, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; **AEG Sports**, which is the world's largest operator of sports franchises and high-profile sporting events; and **AEG Global Partnerships**, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).

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