



ACE
THEATRICAL
GROUP, LLC

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Venue Naming Rights Awarded to Smart Financial Credit Union
Smart Financial Centre at Sugar Land name receives City Council approval

SUGAR LAND, TEXAS – February 18, 2015 – The Sugar Land City Council voted unanimously today to approve the granting of naming rights for the city’s new state-of-the-art entertainment venue to Smart Financial Credit Union. The venue will be known as the Smart Financial Centre at Sugar Land. As previously announced, in partnership with ACE SL, LLC (ACE), Sugar Land City Council approved the design and construction of an \$84 million indoor performance venue that will be the first of its kind in the region and set a new standard for “the live performance venue of the future.” Smart Financial Credit Union is the name-in-title sponsor and has agreed to a five-year term with a five-year option to extend.

The venue – located on a portion of 38.5 acres of City property southeast of U.S. Highway 59 and University Boulevard – is designed to host a wide range of performances, including national music and comedy artists, children’s and family entertainment, theatrically staged productions and cultural and performing arts attractions. With an indoor seating capacity of approximately 6,300, the indoor performance venue was conceived and designed for flexibility, essentially creating several venues in one building. Through the use of innovative moveable walls, Sugar Land’s facility will literally expand and contract to create intimate settings of approximately 3,300 to larger shows of over 6,000. Construction on the theatre is now underway following a groundbreaking ceremony held on December 9, 2014, and is projected to open fall 2016.

“The Smart Financial Centre at Sugar Land will be the only live performance venue of its kind in the Houston market,” said Mayor James Thompson. “Studies show this venue will promote capital investment, create new jobs, enhance educational opportunities, increase tourism and create unique

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destination activities attracting local and regional visitors. We welcome the partnership with Smart Financial Credit Union as they further invest in our city and region.”

Smart Financial Credit Union has been providing financial services to its members/owners since 1934. Today, over 67,000 households across Southeast Texas choose Smart Financial as their primary financial resource.

“At Smart Financial, we are dedicated to the current and future success of the communities we serve,” said Gary Tuma, President and CEO, Smart Financial Credit Union. “We are proud to help develop Sugar Land as a desirable entertainment destination and enrich the lives of residents and visitors alike through this new venue.”

ACE has been chosen to partner with the City for the design and construct the state-of-the-art facility. ACE, whose parent company is ACE Theatrical Group, brings an experienced team of locally-based entertainment industry professionals to the project, led by Allen J. Becker, TONY Award-winning founding chairman of PACE Entertainment Corporation.

“We are thrilled that Smart Financial Credit Union has been awarded the naming rights for this project,” said David M. Anderson, CEO, ACE. “It is a company of quality and prestige, exactly the type of organization with which we are proud to partner.”

Keep apprised of the construction and all of the venue developments by liking us on Facebook at www.facebook.com/smartcentretx.

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About ACE Theatrical Group, LLC

ACE Theatrical Group, LLC is an entrepreneurial, full-service, theatrical management and development company formed by entertainment industry veterans, specializing in the design, construction and operation of preeminent live-performance venues across North America. Longstanding success working with municipalities, non-profit agencies and community groups enables the company to develop and restore spectacular performance facilities with state-of-the-art improvements and amenities, emphasizing patron comfort, technical specifications and diverse programming. ACE Theatrical Group Chairman is Allen J. Becker, the Tony-award-winning producer who cofounded PACE Entertainment Corporation in 1966. Over three decades, PACE and its core divisions –PACE Concerts, PACE Theatrical Group and PACE Motor Sports–became nationally acclaimed producers of live attractions and distinguished leaders in developing and managing outdoor amphitheaters. ACE Theatrical Group executive principals bring more than 175 years combined experience to each project. ACE Theatrical Group is based in Houston,

TX, with presence in New York, Brooklyn, San Antonio, New Orleans and Sugar Land, TX. Visit www.acetheatricalgroup.com for more information.

About Smart Financial Credit Union

Smart Financial Credit Union is a financial cooperative, owned and operated by its members. This is what distinguishes the Credit Union from other financial institutions. Smart Financial's cooperative structure allows it to focus on people, not profit. The Credit Union provides a full range of financial products and services. Smart Financial Credit Union currently operates 20 branches in the greater Houston market, with additional locations planned for 2015. For more information on how they "Provide Superior Service to Every Member", visit www.smartcu.org.

About the City of Sugar Land

The City of Sugar Land is an award-winning community 20 miles southwest of Houston. This master-planned community has achieved its sustainable, strong local economy through a strategically focused and aggressive economic development program creating new wealth and jobs. As a regional employment center, the City is home to numerous high-profile regional and international corporations housed in more than 25 million square feet of commercial space, including Minute Maid, UnitedHealthcare, Texas Instruments, Schlumberger, Fluor Corporation, Noble Drilling Services, Inc., Bechtel EO and Aetna.

Sugar Land has also uniquely positioned itself as a hub for premium shopping, dining and entertainment. Venues such as the Houston Museum of Natural Science at Sugar Land, Constellation Field, as well as the future indoor performance venue and Sugar Land Heritage Museum, further establish the community as a cultural and historical destination. For more information on the City of Sugar Land, Texas visit www.sugarlandtx.gov.

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