



For Immediate Release

## **GLOBAL SPECTRUM ADDS 37 EVENTS TO CARDINALS STADIUM**

### **NON-FOOTBALL EVENTS FILLING CALENDAR AT NEW MULTI-PURPOSE STADIUM IN GLENDALE**

GLENDALE, Ariz. (June 6, 2006)-- Global Spectrum, operators of the new Cardinals Stadium, has secured 37 additional multi-day and annual non-football events for the state-of-the-art, 63,000-seat, multi-purpose complex, according to Global Spectrum's Peter C. Sullivan, General Manager of Cardinals Stadium.

"This is another step forward in our booking process and we are very pleased with the variety of public events that we have been able to secure for the stadium. These events compliment our already busy schedule and we continue to work with numerous local and national event producers to fill remaining dates," said Sullivan.

Global Spectrum has added the following events to the Cardinals Stadium schedule:

The Golf Expo (2 shows per year 2007-2009);  
All Ford Southwest Car Show (2006-2008);  
The Women's Expo (2007);  
Family Funfest (2006-2008);  
Arizona Nursery Expo (2006-2008);  
Shamrock Food Show (2007-2009);  
Men's Luxury Toy Expo (1 additional show per year, 2007-2009, to the previously announced events);  
Travel Show (2007-2009);  
Career Expo (2006-2008);  
Arizona Hospitality Expo (2006-2008);  
Two additional annual Home Shows (2007-2009).

These events are in addition to the previously announced:

International Sportsmen's Expositions (2007-2009);  
Advanstar's Off Road Expo (2007-2009);  
Arizona House Beautiful Show (2007-2009);  
World of Wheels Custom Car Show (2007-2009);  
Oasis Gift Shows (semiannual 2007-2011);  
Arizona Facility Management Show (2006-2008);  
Men's Luxury Expo (2006-2009);  
Sysco Food Show (2007-2009);  
AMP Tour Monster Truck & Freestyle Event (August 26, 2006).

The new events announced equate to 85 event days per year and a projected 550,000 attendees. Additionally, the combined events will bring in approximately 10,000 exhibits to the Glendale venue over the course of multiple years.

"A combination of the stadium's design, and Global Spectrum's event attraction efforts, has created a desire on the part of entertainment, sports, and consumer show promoters to hold their events at this great facility," said Ted Ferris, President/CEO, Arizona Sports and Tourism Authority. "Support for building the stadium was based on its ability to host a variety of events and we feel our growing schedule is reflective of the public's expectations,"

Cardinals Stadium, located in Glendale, AZ is a 63,000 seat multi-purpose stadium that will open in August 2006. The Stadium, which is owned by the Arizona Sports and Tourism Authority, is managed by Global Spectrum. Global Spectrum is the fastest growing firm in the public assembly facility management field with more than 50 facilities throughout the United States and Canada.

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