



TOSHIBA AND AEG EXPAND PARTNERSHIP ACROSS U.S. AND EUROPE

The comprehensive multiyear, multimillion-dollar agreement names Toshiba Official Partner of AEG's Mercedes-Benz Arena, The O2, L.A. LIVE and a Founding Partner of Mercedes Platz

RESEARCH TRIANGLE PARK, N.C., and LOS ANGELES, CA (November 15, 2016) – AEG and Toshiba are strengthening ties with a new, expanded partnership that extends Toshiba's strategic brand-building initiatives globally across world-class AEG assets and venues in North America and Europe. The multiyear, multimillion-dollar agreement, brokered by AEG Global Partnerships, extends across some of AEG's leading sports and entertainment venues in North America and Europe, including Mercedes-Benz Arena, Berlin; The O2, London; L.A. LIVE, Los Angeles; and the new Mercedes Platz an entertainment district adjacent to Berlin's Mercedes-Benz Arena. Set to open in Fall 2018, the vibrant entertainment destination is expected to attract a footfall of 20 million people annually.

Building on an already successful partnership with AEG's iconic STAPLES Center in Los Angeles and T-Mobile Arena in Las Vegas, the expanded agreement will include a \$5 million renovation to the LED digital screens at L.A. LIVE, adding to its already vibrant atmosphere as Los Angeles' preeminent downtown sports and entertainment district. Additionally, similar to its interactive fan experiences at STAPLES Center and T-Mobile Arena, Toshiba will introduce fans at Mercedes-Benz Arena to a state-of-the-art interactive zone. The space, still under development, will feature cutting-edge interactive technology from Toshiba, including a mix of video walls, touch displays and more. Fans will be able to participate with all types of content such as up-to-the-minute social media updates, video highlights, augmented reality features, and game scores, among other features.

"Partnering with the leading sports and entertainment company in the world to deliver state-of-the-art products and services to enhance the fan experience at STAPLES Center and T-Mobile Arena has been exciting for our entire team," said Bill Melo, Chief Marketing Executive of [Toshiba Global Commerce Solutions](#) and [Toshiba America Business Solutions](#). "We are delighted to expand our alliance with AEG with new technology in new geographies. Toshiba is proud to be one of the premier brands to partner with AEG, and we look forward to elevating the fan experience at every event in these AEG venues."

"Toshiba is a world-class brand and partner, and we are looking forward to expanding our relationship with them by extending our success into the European market," said Jon Werbeck, Vice President, AEG Global Partnerships. "Toshiba's leading edge point-of-sale and digital signage technology enhances our ability to develop creative, interactive experiences that let us tailor a customized fan-first approach for live events."

As the global market share leader in point of sale (POS) technology, Toshiba will serve as the official digital display and POS technology provider across Mercedes-Benz Arena, Mercedes Platz, The O2 and L.A. LIVE. The company's innovative, solution-based technology will streamline concession and merchandise sales across the participating venues.

In the coming months, Toshiba will also outfit Mercedes-Benz Arena with nearly 315 screens and more than 130 POS systems that will add to the venue's in-arena TV system, and concessions and

merchandising areas. Once completed, Mercedes Platz will feature more than 650 square meters of outside digital signage spread across 20 screens positioned throughout property. Additionally, The O2, the world's most popular music and entertainment venue, will also replace a number of digital screens with Toshiba's enhanced digital screens as well as all POS systems throughout the building.

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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 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Live**, 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, AXS.com ticketing platform, AXS cable television channel and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at www.aegworldwide.com.

ABOUT MERCEDES-BENZ ARENA

Mercedes-Benz Arena in Berlin is the main stage in the German Capital for Sports and Entertainment. It provides a capacity of up to 17,000 fans including 1,000 premium club seats, luxury suites, private restaurants, clubs and hospitality spaces in addition to a full array of the most modern amenities.

Since its opening in 2008 the Mercedes-Benz Arena has become a must-play-venue and has already welcomed over 10 million fans to events such as Metallica, Coldplay, Barbara Streisand, U2, Rammstein, Madonna, Rihanna, Depeche Mode, as well as the MTV European Music Awards and the German Music Awards, NHL Premiere, NBA pre-season basketball, Euroleague Final Four and several World Championship boxing events.

Anchor tenants are the multiple National Champions ALBA Berlin basketball and Eisbären Berlin hockey teams.

ABOUT MERCEDES PLATZ

In Berlin, the Anschutz Entertainment Group (AEG) has committed 200 million Euros to the development Mercedes Platz, situated right in front of the Mercedes-Benz Arena. Mercedes Platz will become the vibrant center for the dynamically growing urban quarter along the East Side Gallery with an expected footfall of 20 million people annually. The project will feature a music hall with a capacity of around 4.000, a state-of-the-art UCI movie theatre with 2.500 seats, a lifestyle bowling concept by Bowling World with 28 lanes, 15 cafés, restaurants and bars as well as two hotels – an Indigo Design hotel with about 118 rooms and a Hampton by Hilton hotel with 254 rooms and 10.000 square meters of office space. Also 650 square meters are reserved for a Mercedes-Me concept store and a Mercedes Mobility Shop.

ABOUT THE O2

The O2 is the world's most popular music and entertainment venue. Since opening in 2007, it has been visited by more than 60 million people and picked up awards including: Venue of the Year at the Music Week Awards, Venue of the Year at the Event Awards, Venue of the Year at the AEO Awards, Pollstar International Arena of the Year (nine consecutive years), Venue Team of the Year at the Event Awards, Best New Major Concert Venue, Venue of the Year at The Event Services Association and Favourite Venue at the TPI Awards.

In addition to the arena, The O2 is also home to indigo at The O2, a live performance space; an 11-screen Cineworld complex; Up at The O2 – an experience that allows visitors to walk across the roof of The O2; Brooklyn Bowl - a 12-lane bowling alley, 800 capacity live music space and 130 cover restaurant, and The Avenue, which features 26 bars and restaurants.

ABOUT TOSHIBA GLOBAL COMMERCE SOLUTIONS

Toshiba Global Commerce Solutions is retail's first choice for integrated in-store solutions and is a global market share leader in retail store technology. With a global team of dedicated business partners, we deliver innovative commerce solutions that transform checkout, provide seamless consumer interactions and optimize retail operations that are changing the retail landscape. To learn more, visit toshibacommerce.com or engage on Twitter @toshibagcs

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