

PHILIPS ARENA



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Capacity: Basketball 19,445 / Hockey 18,545 / Concerts 21,000



Considered one of the best dual-purpose facilities in the world, Philips Arena offers a customer experience unmatched in the industry. Operated by Atlanta Spirit, LLC and home of the NBA's Atlanta Hawks, NHL's Atlanta Thrashers and AFL's Georgia Force, Philips Arena hosts more than 200 sports and entertainment events annually.

Ranked consistently among North America's Top-10 arenas based on attendance by Billboard and Pollstar, the arena placed fourth in gross revenue from shows for all of North America (venues of 15,001 seats or more) in Billboard in July, 2004. And for the first half of 2003, Billboard ranked Philips Arena among the top five arenas in the U.S. based on attendance at concerts and special events.

The venue enters its sixth season with several world-class events under its belt, including the 2004 U.S. Figure Skating Championships, and the 2003 NBA All-Star events. Philips Arena delivers top-ranked concert tours, professional and collegiate sports, family shows and conferences in a world-class setting with unparalleled customer service.

The 20,000-seat sports and entertainment venue has hosted more than 10 million patrons since opening in September 1999. The venue's grand entrance also celebrates the city, literally spelling "ATLANTA" in 65-foot high letters illuminated with fiber-optic lighting.

VENUE SCORES WITH CRITICS, PERFORMERS AND FANS

In the venue's first five seasons, Philips Arena, named for sponsor Philips Electronics, earned numerous industry, media and public accolades for its design, acoustics, amenities and spectrum of events.

Philips Arena's video production team and the Hawks and Thrashers have been recognized for excellence with several Golden Matrix Awards for video production at the annual IDEA Conferences, including the 2004 best overall video display for hockey and 2002 best overall video display for basketball.

In 2002, Philips Arena was one of only four U.S. arenas to earn an "A" grade among venue naming rights deals ranked by Advertising Age magazine. During 2002, Philips Arena hosted eight of the nation's top 10 concert tours ranked by Billboard magazine. The venue also earned Facilities and Event Management Prime Site Award for the second year through votes cast by promoters and arena peers.

ATLANTA'S SPORTS AND ENTERTAINMENT CENTER

Philips Arena's sports attendance record of 20,072 was set on Nov. 1, 2001 during the Hawks' home opener against the Washington Wizards that featured the return of six-time NBA champion Michael Jordan. The venue hosts a variety of other sports/entertainment events annually including Harlem Globetrotters, Champions On Ice, Ringling Bros. and Barnum & Bailey Circus, Tony Hawk's Boom Boom HuckJam, Sesame Street Live, Disney On Ice and the Chick-fil-A Peach Bowl Classic for Kids.

MUSIC AND CONCERTS

Philips Arena's vertical suite design featuring all 92 luxury suites "stacked" in opera house style brought the upper rows of seats closer to the floor than any venue built in decades. This design - with input from R.E.M.'s Michael Mills - has proven to be a hit both with concert performers and their audiences. Every year the venue dazzles crowds with dozens of top-ranked tours. Elton John and Billy Joel's 2001 dual concert sold out in 15 minutes, setting the arena's record one-night gross with \$1,990,010 in revenue. Similarly, Irish rock group U2's "Elevation Tour" in 2001 sold out in one hour and set the venue's all-time attendance record of 20,596.

CAPACITY AND ACCESSIBILITY

Maximum seating capacity of Philips Arena is (numbers are approximate):

- 18,545 seats for hockey
- 19,445 seats for basketball
- 21,000 for concerts

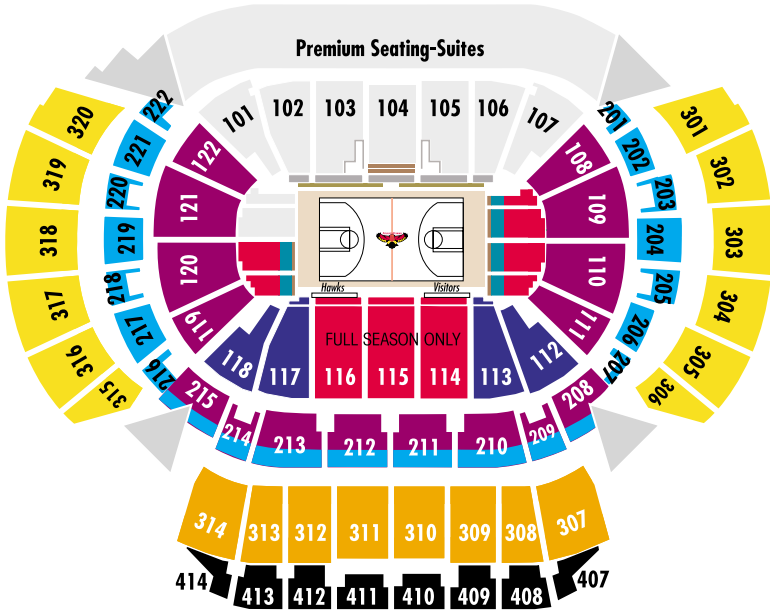
Philips Arena meets all standards for accessibility by persons with disabilities. Handicapped seating areas are accessible by wheelchairs and provide views of the arena floor equal to the sightlines for standing spectators.

Click on www.PhilipsArena.com for an up-to-date schedule of events at Philips Arena, which is operated by Atlanta Spirit, LLC.

PHILIPS ARENA SEATING CHART



HOME OF THE HAWKS

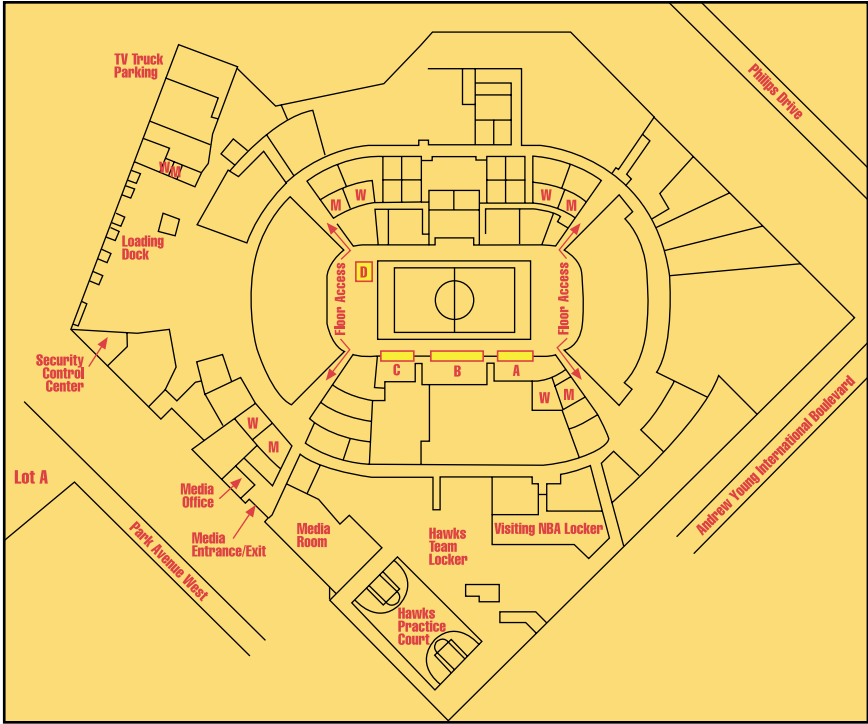


Seating Category	Season Ticket Per Game Price	Full Season Ticket Price	Individual Gate Price	Full Season Savings
Courtside - Club Row AA	\$400	\$16,800	\$450	\$2,100
Courtside - Rows BB-CC	\$150	\$6,300	\$175	\$1,050
Club - Sec. 101-107	Contact Your Customer Service Executive			
Club - Sec. 104, Rows A-B	\$115	\$4,830	\$125	\$420
Baseline - Row AA	\$115	\$4,830	\$125	\$420
Baseline - Rows BB-DD	\$77	\$3,234	\$85	\$336
Sideline - Lower Level	\$65	\$2,730	\$75	\$420
Baseline - Rows EE-NN	\$65	\$2,730	\$75	\$420
Corner Lower Level	\$55	\$2,310	\$65	\$420
Mezzanine Sideline - Rows A-H	\$50	\$2,100	\$55	\$210
Baseline Lower Level	\$50	\$2,100	\$55	\$210
Mezzanine Baseline	\$40	\$1,680	\$45	\$210
Mezzanine Sideline - Rows I-M	\$40	\$1,680	\$45	\$210
Terrace Sideline	\$35	\$1,470	\$35	\$0
Terrace Baseline	\$25	\$1,050	\$25	\$0
Hawks Nest	N/A	N/A	\$10	N/A

FOR MORE INFORMATION ON ANY OF THE ABOVE TICKET PLANS:

404-827-DUNK
3 8 6 5
HAWKS.COM

PHILIPS ARENA SERVICE LEVEL MAP



DIRECTIONS TO PHILIPS ARENA:

Going north from the airport on I-75/85, take the World Congress Center/Andrew Young International Blvd. exit. Turn left at the end of the exit onto International. Proceed to Centennial Olympic Park Drive and take a left. At the corner of Marietta Street, take a right. At the second light (Park Avenue West) take a left, cross both sets of railroad tracks under the viaduct (as you go to the right), and follow the signs to the Media Parking Lot A. If parking is not available in Lot A, proceed to the Philips Arena Parking Lot and you will find additional press parking at that location.



PHILIPS ARENA FIRSTS

Below occurred in the first quarter on November 4, 1999:

Winner of the opening jump ball:	Ray Allen (Milwaukee)
First field goal attempt:	Glenn Robinson
First Hawks field goal attempt:	Bimbo Coles
First block:	Robert Traylor
First Hawks block:	Dikembe Mutombo
First rebound:	Jim Jackson
First field goal made:	Ray Allen
First personal foul:	J.R. Reid
First free throw attempt:	Robert Traylor
First free throw made:	Robert Traylor
First free throw missed:	Robert Traylor
First Hawks personal foul:	Jim Jackson
First Hawks points:	Roshown McLeod
First jump shot made:	Ray Allen
First assist:	Sam Cassell
First Hawks field goal:	Roshown McLeod
First Hawks assist:	Alan Henderson
First three-point field goal made:	Ray Allen
First Hawks three-point field goal attempt:	Jim Jackson
First loose ball foul:	J.R. Reid
First dunk:	Tim Thomas
First Hawks dunk:	Isaiah Rider
First goaltending:	Robert Traylor
First steal:	Robert Traylor
First Hawks steal:	Roshown McLeod
First individual turnover:	Sam Cassell
First Hawks turnover:	Jim Jackson
First timeout:	Hawks
First substitution:	Dale Ellis
First Hawks substitution:	Isaiah Rider
First technical foul:	Ervin Johnson
First traveling call:	Robert Traylor

Below occurred in the second quarter on November 4, 1999:

First three-point play:	Lorenzen Wright
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Below occurred in the third quarter on November 4, 1999:

First 20-second timeout:	Hawks
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Below occurred in the fourth quarter on November 4, 1999:

First team to score 100 points:	Milwaukee
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Other firsts:

First Hawks win:	vs. Chicago (11/6/99)
First Hawks loss:	vs. Milwaukee (11/4/99)
First illegal defense:	Dikembe Mutombo (vs. Charlotte, 11/16/99)
First 24-second violation:	Bimbo Coles (vs. Charlotte, 11/16/99)
First delay of game:	vs. Chicago (11/6/99)
First three-second violation:	Roshown McLeod (vs. Chicago, 11/6/99)