

# ON LOCATION EXPERIENCES

## ON LOCATION EXPERIENCES ANNOUNCES ACQUISITION OF PRIMESPORT

*Partners now include over 150 rights holders across sports and entertainment,  
representing some of the most iconic and sought-after events globally*

*Only end-to-end solutions provider for partners seeking to monetize their intellectual property,  
expand sources of revenue and improve the fan experience*

**NEW YORK – December 12, 2017** – On Location Experiences (“On Location”), a premium experiential hospitality business, today announced it has acquired PrimeSport, a leader in providing direct access to some of the biggest events in sports and entertainment. With the transaction, On Location is now comprised of over 500 employees in nine offices with a premium sales and marketing staff of over 100 people.

On Location’s portfolio of sports and entertainment partners now includes over 150 rights holders, including the National Football League, the NCAA, the PGA of America and the United States Tennis Association. Top tier sporting events include the Super Bowl, the NCAA Final Four, the Ryder Cup, the Rose Bowl Game, Daytona 500 and the U.S. Open.

Partners in the music industry include music festivals Coachella, Bonnaroo, Desert Trip and Stagecoach. CID works with such artists as Metallica, Luke Bryan, Phish, Blake Shelton, and The Lumineers. Produced destination events include “Phish: Riviera Maya”, “Luke Bryan’s Crash My Playa”, “Dead and Company: Playing in the Sand”, and “Dave & Tim Riviera Maya”.

John Collins, CEO of On Location Experiences, said, “On Location’s stated vision is to partner with content rights holders to help them better monetize their intellectual property and expand the activation and fan experience around their big events. The PrimeSport acquisition provides scale for our premium experiential offerings and for our fast-growing organization’s capabilities and expertise.”

On Location’s operations now include: [Anthony Travel](#), the nation’s largest provider of collegiate sports travel management services; [CID Entertainment](#), a hospitality leader in the live music and festival industry; [Kreate Inc](#), a full service live creative concept and production firm with a focus on the customer experience; [Nomadic Entertainment](#), which creates exclusive music and high-end nightlife experiences; [PrimeSport](#), a leader in providing direct access to some of the biggest events in sports and entertainment; [Steve Furgal’s International Tennis Tours](#), a leader in developing world-class tennis experiences for more than 40 years; as well as a [joint venture with Ricky Kirshner](#), one of the entertainment industry’s preeminent event producers.

Collins concluded, “On Location is extremely well positioned to expand our model on a global basis. With the support of our sponsors, RedBird Capital, Bruin Sports Capital, 32 Equity and now the Carlyle Group, we will continue growing our platform and expand our services that will benefit our content partners and customers.”

Financial terms of the transaction were not disclosed. On Location Experiences is owned by RedBird Capital Partners, Bruin Sports Capital, 32 Equity, the Carlyle Group and other PrimeSport investors. Paul Hastings served as legal counsel to On Location and Kirkland & Ellis served as legal counsel to PrimeSport.

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### **About On Location Experiences**

On Location Experiences is a leader in premium experiential hospitality business, establishing a new industry standard to serve iconic rights holders with extensive experience in ticketing, curated hospitality, live event production and travel management in the worlds of sports and entertainment. On Location is a partner to over 150 rights holders including the NFL, NCAA, the PGA of America and the United States Tennis Association, and provides unrivaled official access for both corporate clients and fans looking for immersive experiences at marquee events including the Super Bowl, Pro Bowl, NFL Draft, NCAA Final Four, PGA of America events, numerous College Football Bowl Games and the Tennis Majors.

On Location's operations include Anthony Travel ([anthonytravel.com](http://anthonytravel.com)); CID Entertainment ([cidentertainment.com](http://cidentertainment.com)); Kreate Inc ([kreateinc.com](http://kreateinc.com)); Nomadic Entertainment ([nomadicentertainment.com](http://nomadicentertainment.com)); PrimeSport ([primesport.com](http://primesport.com)); Steve Furgal's International Tennis Tours ([tours4tennis.com](http://tours4tennis.com)); as well as a joint venture with Ricky Kirshner ([kirshnerevents.com](http://kirshnerevents.com)).

On Location Experiences is a privately held company, owned by RedBird Capital Partners, Bruin Sports Capital, 32 Equity and the Carlyle Group. For more information about On Location Experiences, please visit [www.onlocationexp.com](http://www.onlocationexp.com).

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