

December 3, 2008

FOR IMMEDIATE RELEASE

For more information, contact:

Gary Lane  
602.705.5490

## **American Skating Entertainment Centers, LLC Merges with Polar Ice Ventures to Form the Largest Owner/Operator of Ice Skating Facilities in the United States**

### **-ASEC Acquires Three Ice & Sports Complexes in Raleigh, NC -Purchases Dr. Pepper StarCenter in Grapevine, TX**

Elmsford, NY and Phoenix, AZ – American Skating Entertainment Centers, LLC (“ASEC”) has merged with Polar Ice Ventures, LLC (“PIV”) to form the largest owner/operator of ice skating rinks in the United States. Contemporaneous with the merger, ASEC acquired the Cary Ice House, the Garner Ice House, the Factory Ice House, and the MVP Sports Factory which are the leading ice skating and recreation facilities in the greater Raleigh, NC market.

ASEC also acquired the operating assets of the Dr. Pepper StarCenter in Grapevine, Texas a suburb of Dallas and entered into a long term lease with the Grapevine Mills Mall where the facility is located.

“We are excited to move forward with our aggressive expansion strategy of acquiring premier ice skating facilities with strong local brands” said Shane Coppola, Chairman and CEO of ASEC. “The acquired businesses have been and will continue to be excellent venues for family entertainment. Moreover, I am excited to expand upon our business relationship with Brad Berman and Polar Ice. I’m confident that our company will continue to grow and organically develop new programs and customers by leveraging PIV’s experience and superior management expertise.”

The Raleigh properties will now be called Polar Ice Houses. The Polar Ice Houses in Cary and Garner, both one sheet facilities, are located in the suburbs of Raleigh. The Sports Factory Polar Ice House, in Wake Forest, is one of the premier ice skating and indoor sports facilities in the country. In addition to two NHL-sized ice surfaces, the complex includes the MVP Sports Factory which encompasses indoor soccer; indoor batting cages; basketball courts; office space; party rooms; retail space; and Track Out Camps which utilize all of the aforementioned facilities to run year-round youth camp programs.

“Our goal is to continue providing North Carolina residents with the best recreational products and services available,” said Brad Berman, ASEC’s President and Chief Operating Officer. “As merchants of fun, wholesome family entertainment, we look forward to growing the various sports that we are offering as well as adding new amenities for our customers.”

“We are quite familiar with the Grapevine facility and look forward to developing all aspects of the business,” added Berman.

In addition to the newly acquired properties in Raleigh, NC and Dallas, TX, ASEC owns the Westchester Skating Academy in New York, and through its Polar Ice management company, operates the following facilities: the Toyota Sports Center in Los Angeles, California which is owned by

Anschutz Entertainment Group (AEG)/Los Angeles Kings; and Polar Ice branded facilities in Chandler, Peoria, and Gilbert Arizona and Houston, Texas all of which are owned by Spiral Entertainment Group.

---

---

For more information, contact:  
Gary Lane, Director of Corporate Affairs  
602.705.5490  
[gary.lane@polariceventures.com](mailto:gary.lane@polariceventures.com)