

Brenda Tinnen
Sr. Vice President and General Manager
Sprint Center/AEG Kansas City

Brenda Tinnen was named Sr. Vice President and General Manager of Sprint Center/AEG-KC on Nov. 29, 2005, by Timothy J. Leiweke President & CEO of AEG.

Tinnen is credited with the most successful venue launch outside of New York City or Los Angeles when she opened Sprint Center, Kansas City's anchor to more than \$4.5 billion in downtown redevelopment. Tinnen has lured a variety of diverse acts to Sprint Center including the launch of Tina Turner's North American Tour, Neil Diamond, Rascal Flatts, Taylor Swift, Van Halen, Kenny Chesney, Jonas Brothers, George Strait, Elton John, Billy Joel, the Black Eyed Peas, Reba McEntire, Kid Rock, three sold out Bon Jovi shows and nine record-breaking sold out shows by Garth Brooks -- including a live broadcast into more than 300 movie theaters around the world.

Under Tinnen's leadership Sprint Center earned its' third consecutive Venue of the Year nomination from *Pollstar Magazine* and a nomination for 2009 venue of the Year by the Academy of Country Music. POLLSTAR, the entertainment industry's leading trade magazine, maintains the world's largest database of international concert tour information recently released its 2010 first Quarter Ranking Edition in which Sprint Center earned the **#5 spot among the Top 50 Worldwide Arena Venues.**

More than 21,000 guests visited Sprint Center during its ribbon cutting ceremony and open house on Oct. 10, 2007. Elton John's grand opening concert on Oct. 13, 2007, was the first of several sold out performances during Sprint Center's inaugural year. Home to the College Basketball Experience, Sprint Center hosted the 2008 and 2010 Big 12 Men's Basketball Championships, first- and second- round action of the 2009 NCAA Men's Basketball Championships and 2010 NCAA Women's Basketball Regional.

Originally projected to host 90 events and welcome nearly one million guests, due to Kansas City's phenomenal reception of Sprint Center programming, attendance projections have been exceeded with more than 3 million guests attending more than 300 events in its first 30 months of operation.

In her storied career, Tinnen has previously held similar development and operational roles with other AEG owned or controlled venues including STAPLES Center, Home Depot Center, the Colosseum at Caesar's Palace and Kodak Theatre, home of the Academy Awards. Since joining AEG in 1999, Tinnen and her staff have overseen the overall day-to-day support for award winning arena's tenants, clients and partners including the Los Angeles Lakers, U2, The Eagles, multiple Grammy Awards shows, NHL and NBA All-Star games, and the 2000 Democratic National Convention among many others.

Prior to moving to Los Angeles, Tinnen served as Sr. Vice President, Marketing and Sales with the Phoenix Coyotes where she directed all aspects of team marketing and ticket sales. She has also served as the Houston Rockets' Vice President of Customer Service and spent six years with the Minnesota Timberwolves and Target Center where she was responsible for the team's ticket operations and events. During her first year with the "T-Wolves," the team averaged more than 26,000 fans per game, a NBA record.

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