

Contact info: April Wiggins
516.794.9300 x 273
awiggins@nassaucoliseum.com

SMG Purchases State-of-the-Art Dasher Board System for the New York Islanders NHL Hockey Team Use

LONG ISLAND (October 10, 2006) - Nassau Veterans Memorial Coliseum is the first NHL arena to install SoftCap. This innovative dasher board top will help limit player injuries, particularly those to the head, chin and elbow.

“SMG is committed to player safety and fan enjoyment. This state-of-the-art dasher board system is a testament to that commitment,” said Chris Wright, General Manager of Nassau Coliseum.

SoftCap is only one component of the new dasher board system installed for the 2006-2007 New York Islanders hockey season. CheckFlex™ and GlassFLEX™ were also purchased and installed by SMG for the New York Islanders home opener hockey game on October 14, 2006.

“The new SoftCap, our latest safety innovation is designed to replace the universally used rigid top cap increasing flexibility and softness by some 90 percent. We are pleased to have our product showcased first with the Islanders, showing their interest in player safety, which will hopefully be followed by others,” said Ed Van Pelt, President and CEO of Athletica.™

These new dasher board systems put player safety first and helps enhance fan enjoyment through increased visibility and decreased sight obstructions. The design of the CheckFlex™ dasher board system makes the floor around the dasher board more accessible, making that area easier to maintain.

As a result fans get a better view of the game and players get the piece of mind to execute a hard hitting game, knowing that their safety is a number one priority.

These new systems also allow for quicker and easier arena conversions when changing the layout of the arena from a hockey configuration to another layout such as a concert configuration.

Long Islanders can continue to expect a season full of entertainment at Nassau Coliseum. The packed event schedule ranges from NHL hockey, premier concerts such as Iron Maiden, The Cheetah Girls, Elton John, Bob Dylan and Martina McBride to family shows and so much more.

Nassau Coliseum is managed by SMG. SMG, the world leader in venue management, marketing and development, manages convention centers, exhibition halls, trade centers, arenas, stadiums, performing arts centers, theaters and specific-use venues. At this time SMG manages 74 arenas, 7 stadiums, 51 convention centers, 34 performing arts centers, and 10 other recreational facilities Successful growth has been built on the many partnerships, relationships and resources SMG has developed with clients — both municipal and private.