



**NORTHLANDS**

**MEDIA RELEASE**  
**January 25, 2010**

**Northlands partners with CSL International and Spotlight Strategies to advise on 'Made in Edmonton' arena solution**

**EDMONTON, AB** – Northlands is pleased to announce it has engaged Convention, Sports & Leisure (CSL) International and Alberta-based Spotlight Strategies in advisory roles to assist the organization in shaping a 'Made in Edmonton' arena solution.

CSL International and Spotlight Strategies will work with Northlands to move Edmonton's arena solution forward, with a focus to ensuring the broader interests of the community are met. Key consideration will be given to due diligence work around market needs relative to sports and entertainment facilities and events in Edmonton.

CSL International is a leading international advisory and planning firm specializing in consulting services to the convention, sport, entertainment and visitor industries. CSL has assisted numerous professional sports franchises and public sector clients with respect to the development and operation of sports facilities, the acquisition of franchises and negotiation assistance regarding facility leases and market relocations.

CSL served as a consultant to the Mayor's Leadership Committee for a New Sports/Entertainment Facility for Edmonton. The internationally recognized firm was commissioned to evaluate the market potential for the proposed facility in addition to the development of financial models.

Over the past 20 years, CSL has worked either directly or indirectly with more than 80 percent of the major professional sports franchises. As North America's leading sports industry consultants, CSL has led numerous specialized projects for world-leading professional sporting venues. Recent CSL projects include a market and financial feasibility study for the Barclays Center, the proposed new home of the New Jersey Nets in Brooklyn, New York and numerous pre-development studies related to the Amway Center which is scheduled to open in Orlando, Florida in 2010 as the new home of the Orlando Magic of the NBA.

Spotlight Strategies is one of Alberta's leading consulting firms specializing in corporate strategic planning, government and stakeholder relations, reputation management and media relations. Spotlight's clients include leading national corporations and public sector organizations. The firm's principals have cultivated diverse expertise through experience with the National Hockey League, national and provincial governments, and political parties.



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“CSL International and Spotlight Strategies bring significant international sports and entertainment expertise, along with valuable knowledge of stakeholder relations in our province, that will be instrumental in defining a ‘Made in Edmonton’ arena solution,” said Andy Huntley, Chair of the Northlands Board of Directors. “As community stewards, we believe that Northlands has an important role to play in ensuring that the community’s priorities are included in such a major development in our city.”

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*Northlands rocks Edmonton with 2,500 events each year that attract over 4 million visitors to Alberta’s Capital City. Think, Canadian Finals Rodeo, Farmfair International, Capital EX, the Edmonton Indy, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit [northlands.com](http://northlands.com) to find out more.*

**Media Contacts:**

Brian Leadbetter  
Director, Government and Community Relations  
tel: 780-471-7295  
cell: 780-902-3723  
[bleadbetter@northlands.com](mailto:bleadbetter@northlands.com)