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SDSU and Viejas Band of Kumeyaay Indians Agree on Naming Rights to SDSU Arena

On campus venue to be called Viejas Arena beginning July 1, 2009

SAN DIEGO – (March 17, 2009) – The on campus sports and entertainment venue at San Diego State University will be renamed Viejas Arena, under a new agreement between the university and the Viejas Band of Kumeyaay Indians, the two announced today.

“We’re very pleased that the Viejas Band of Kumeyaay Indians, who are such an important member of the San Diego community, has decided to partner with us,” said SDSU President Stephen L. Weber. “SDSU’s arena is one of the top sports and entertainment venues in San Diego County. We believe Viejas will help add to the arena’s success into the future.”

The naming rights agreement will officially go into effect July 1, 2009 and will pay SDSU approximately \$6 million over 10 years. The agreement was brokered by Premier Partnerships with local support by Integrated Sports Marketing (ISM). Cox Communications paid SDSU more than \$5 million over the 12 year life of the previous agreement, which will expire June 30, 2009.

“The arena at SDSU is one of the premier venues in Southern California for sports and entertainment,” said Bobby L. Barrett, Viejas Tribal Chairman. “We’re very excited to be associated with SDSU and its arena in such a meaningful way and we are looking forward to building upon our already great relationship with SDSU.”

Viejas Entertainment & Production President Anthony San Pietro said, “Viejas has a long and successful track record in the entertainment field, including event production and concert booking and promotion. We look forward to bringing that experience to the new Viejas Arena to enhance its reputation as one of southern California’s premier sports and entertainment venues.”

Opened in 1997 as Cox Arena, the arena seats 12,414 for basketball and up to 12,845 for concerts. It is home to SDSU’s men’s and women’s basketball teams and has hosted such acts as Aerosmith, Pearl Jam, Neil Diamond, Elton John and Bob Dylan. SDSU hosted the first two rounds of the 2001 and 2006 NCAA men’s basketball tournaments there, and this month will welcome the first two rounds of the NCAA women’s basketball tournament. From CIF high school basketball championships to such family shows as The Wiggles, the arena has become an important venue for a variety of community activities.

About Viejas Indians

The Viejas Band of Kumeyaay Indians is a sovereign Nation whose people have inhabited the San Diego

County area for thousands of years. The 1,600 acre Viejas Indian Reservation is located near Alpine, California, approximately 35 miles east of San Diego. Viejas Enterprises operates the tribe's business entities, including the Viejas Casino ~ Viejas Outlet Center ~ Viejas Entertainment & Production~ Three Fires LLC and Four Fires LLC, two partnerships that have developed hotels in Washington, D.C. and Sacramento, California~ Borrego Springs Bank~ three radio stations and two RV parks. For more information, visit www.viejasbandofkumeyaay.org.

About San Diego State University

San Diego State University is the oldest and largest higher education institution in the San Diego region. Since it was founded in 1897, the university has grown to offer bachelor's degrees in 85 areas, master's degrees in 75 areas and doctorates in 16 areas. SDSU's approximately 35,000 students participate in an academic curriculum distinguished by direct contact with faculty and an increasing international emphasis that prepares them for a global future. For more information, visit www.sdsu.edu.

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