FOR IMMEDIATE RELEASE:

PEPSI CENTER TO INSTALL WALK THROUGH METAL DETECTORS FOR ALL SPORTING EVENTS AND CONCERTS

DENVER, CO (September 10, 2013) – To further enhance safety and security at Pepsi Center, Kroenke Sports & Entertainment announced today that permanent *magnetometers*, commonly known as Walk Through Metal Detectors (WTMDs), will be installed at all venue entrances prior to the first Colorado Avalanche pre-season game on September 18.

Once installed, Pepsi Center will require that all patrons entering the venue pass through a WTMD. The goal of this new security process is to further improve safety, while also minimizing delays in entering the building caused by security checks.

"It is a top priority at Pepsi Center to make our fans and concert attendees feel safe inside our walls," said Jim Martin, President and Chief Executive Officer at Kroenke Sports & Entertainment. "We believe that installing WTMDs will only improve our already quality safety procedures and further ensure that security screenings are executed as quickly and efficiently as possible."

The decision to install WTMDs at Pepsi Center comes on the heels of many professional sporting leagues becoming more proactive in their security check requirements. During the 2012-13 NBA season, the league required that all patrons entering an NBA venue go through security screening to include bag checks, as well as Hand Held Metal Detector (HHMD) searches. HHMD searches tend to take longer and slow patrons' entrance into the venue. In an effort to reduce waiting time for patrons entering the venue, KSE decided the install the WTMDs to ensure that the necessary security screenings are thorough, effective and timely.

Pepsi Center will be the first professional venue in Colorado to install WTMDs as a permanent security installation. WTMDs, which are most commonly seen at airports and government buildings, are becoming more common in places where increased security is needed. The WTMDs at Pepsi Center will be a tool used by venue staff to detect security threats or banned items. A list of prohibited items can be found by viewing the Pepsi Center Fan Guide (Pages 24 -25) at http://www.pepsicenter.com/media/2596/PC_AtoZguide.pdf

WTMDs have already been successfully used at several high profile Pepsi Center events including the 2005 NBA All-Star game, the Democratic National Convention and the NBA Western Conference Finals.

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Contact:
Amy Fewox, Venue Marketing & Publicity Manager
Kroenke Sports & Entertainment
Office: 303-405-1685