

## Stadium Capital and Lusoarenas Enter Strategic Partnership

### *Revolutionary Stadium Financing Concept Comes to Brazil and Portugal*

CHICAGO, October 2, 2007 – Stadium Capital Financing Group, a majority-owned entity of Morgan Stanley Principal Investments, and Lusoarenas, a Portuguese arena development company, have announced an exclusive, strategic partnership on projects in Brazil and Portugal. The companies will employ Stadium Capital's proprietary methodology in financing major sporting and entertainment facilities developed by Lusoarenas.

"Our alliance will address the most important issue in stadium development: suitable funding. Owners and spectators in Brazil and Portugal will benefit from this solution for long-term financial stability," said António Bustorff, Lusoarenas President.

This new financial method, termed an "Equity Seat Right™", or ESR, has the potential to revolutionize the way stadiums are financed, and to eliminate taxpayer subsidy of such entities. The ESR methodology enables sports teams or universities to raise significant capital - of \$50 million to over \$500 million – without incurring debt or diluting ownership or governing control. Capital can be used, for example, to repay debt, build or renovate stadiums, or secure star athletes. The ESR program can be implemented in conjunction with other existing seating packages; it provides fans with long-term protection from escalating season ticket prices, while guaranteeing long-term access to premium tickets.

"Development companies like Lusoarenas are excited to be able to raise capital without tapping public debt markets. This is a tremendous opportunity, given the improving economies in Brazil and Portugal," stated Lou Weisbach, CEO of Stadium Capital.

Lusoarenas S.A is developing a new generation of stadiums, multipurpose arenas, convention and exhibition centers in Portugal and Brazil. The company projects a surge in development in the two countries – especially if Brazil is confirmed as host of the 2014 Football World Championship – providing a chance for state-of-the-art facilities that incorporate cutting-edge comfort and technology features.

"We are excited about the opportunity to utilize the unique financing concept developed by Stadium Capital Financing Group for our eleven new projects currently under development in Brazil, as well as for future projects in Portugal," said Marco Herling, Lusoarenas Executive Vice President.

While Stadium Capital has centered its initial focus on U.S.-based projects, the firm currently is in discussions with various European football clubs. The new Lusoarenas partnership is a key element in Stadium Capital's expansion worldwide.

"Stadium Capital's proprietary program fulfills a market need for alternative stadium financing without issuing debt. It's exciting for Morgan Stanley to have this proprietary market transforming technique on an exclusive basis," said Don Cornwell, Executive Director of Morgan Stanley's Investment Banking Division.

**About Stadium Capital Financing Group**

Stadium Capital Financing Group ("SCFG"), based in Chicago, Illinois, provides 'turnkey' services, including financial advisory services; upfront purchaser financing packages; sports marketing, communication, and legal documentation services; and tax and accounting analysis. Morgan Stanley Principal Investments purchased a controlling interest in Stadium Capital in May, 2007. For more information, please visit [www.seatrights.com](http://www.seatrights.com).

**About Lusoarenas, Desenvolvimento de Empreendimentos e Concessões S.A**

Lusoarenas, based in Lisbon, Portugal, is a development company providing feasibility studies and architectural, engineering design, project management, construction, and financing services, using an internationally accredited team of specialized consultants. Current Lusoarenas projects include the Stadium in São Paulo and the Arena and Convention Center in Rio Janeiro. For more information, please visit [www.lusoarenas.com](http://www.lusoarenas.com)

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**Contact:**

**Lou Weisbach at Stadium Capital** in Chicago  
312.492.4801 or [lweisbach@seatrights.com](mailto:lweisbach@seatrights.com)

**Marco Herling at Lusoarenas** in Lisbon  
+351.21.006.9234 or [mherling@lusoarenas.com](mailto:mherling@lusoarenas.com)

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