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**AEG SIGNS RETAIL PARTNERSHIP WITH RANK + RALLY**

*Partnership Expands on AEG’s Long-Standing Relationship  
with Hospitality Partner Levy, Parent Company of Rank + Rally*

**LOS ANGELES AND CHICAGO (August 13, 2018)** – AEG, the world’s leading sports and live entertainment company, announced a partnership with Rank + Rally to take over the company’s online and brick and mortar retail operations including at STAPLES Center and StubHub Center in Los Angeles and Target Center in Minneapolis. Under the terms of the agreement, Rank + Rally will operate all retail spaces at the venues, in addition to managing e-commerce for the facilities and their home teams. Additionally, at STAPLES Center, the in-venue stores will continue to operate under the TEAM LA brand and at StubHub Center under the Galaxy Team Store brand.

As part of the agreement, Sean Ryan, VP of Merchandising for AEG, will join Rank + Rally as Vice President of Retail, Rank + Rally. Employees in the merchandise divisions at each venue will have the opportunity to transition to the Rank + Rally team. The partnership, which officially launches on August 1, 2018, also expands AEG’s relationship with Levy, the industry leader in sports and entertainment hospitality and the parent company of Rank + Rally.

“By 2026, licensed sports merchandising is expected to grow to \$46.8 billion<sup>1</sup>, and consumer’s shopping preferences are continuing to shift to e-commerce platforms. This new partnership with Rank + Rally will allow us to better serve our customers both in-store and online,” said Todd Goldstein, Chief Revenue Officer for AEG. “Rank + Rally works with some of the largest names in sports and has a solid track record for creating a fan-focused approach to retail both in venues and online. We are excited to begin this partnership, which we believe will provide our fans with a more seamless integrated shopping experience.”

“Rank + Rally knows that fans want to show support for their teams through gameday style in deeper and more meaningful ways than they ever have in the past,” said Andy Lansing, President and CEO of Levy. “Our wonderful partnership with AEG has allowed us to create unforgettable

hospitality experiences for our guests at these great buildings, and through this expanded partnership we're excited to create retail and e-commerce experiences that are equally remarkable.

As part of the partnership, Rank + Rally will ensure that the retail experiences for the AEG venues remain at the forefront of technology.

"AEG and Rank + Rally share a vision to deliver engaging retail experiences and a robust offering of high-quality products across multiple channels," adds Lee Zeidman, President of STAPLES Center. "As a result, our fans will have more choices and a streamlined experience regardless of where, when and how they want to shop."

Through this partnership, Rank + Rally will serve as the exclusive in-venue retailer for the Los Angeles Lakers, Los Angeles Clippers, Los Angeles Sparks, Los Angeles Kings, Los Angeles Chargers, LA Galaxy, Minnesota Timberwolves, and reigning world champion Minnesota Lynx. This list grows the roster of Rank + Rally's numerous current partnerships, including the Brooklyn Nets, Chicago Bulls, Chicago Blackhawks, Vegas Golden Knights, Golden State Warriors, St. Louis Blues, Columbus Crew SC, Portland Trail Blazers, and several others.

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<sup>1</sup>Transparency Marketing Research

#### **About AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: AEG Facilities, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; AEG Presents, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; AEG Real Estate, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world's largest operator of sports franchises and high-profile sporting events; and AEG Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands, AXS.com ticketing platform, AXS cable television channel and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).

#### **About Rank + Rally**

Rank + Rally is the wholly-owned subsidiary of Levy, the premium sports and entertainment hospitality disruptor. The company launched in 2017 and handles every facet of retail operations for venue partners, sports franchises, and attractions, including product design and development, pricing and promotion planning, and store operations. Rank + Rally's partners include franchises and venues across major sports and entertainment and cultural institutions. For more information, visit us at [www.rankandrally.com](http://www.rankandrally.com) and follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

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