



A NEW ERA OF ENTERTAINMENT COMES ALIVE WITH THE OFFICIAL LAUNCH OF ICE DISTRICT

Edmonton Arena District now officially known as Ice District in next step to becoming Canada's largest mixed-use sports and entertainment development

EDMONTON (July 13, 2015) – A dream nearly a decade in the making is one step closer to coming true today as the Edmonton Arena District unveils its official name – Ice District.

Ice District is a celebration of Edmonton's winter city status and the sport that fuels our passion – hockey. Ice District arose from the need for a new arena, the catalyst that sparked a vision to transform downtown Edmonton. Ice District will be a modern urban destination and gathering place. It's a tribute to those things that make Edmonton and Edmontonians truly unforgettable and truly unique.

The development of Ice District is fuelled by the desire to continue to build Edmonton into a destination for people from all corners of the world to come and enjoy. Once Ice District takes shape, it will be the largest mixed-use sports and entertainment district in Canada.

Ice District started with Daryl Katz and a vision. Katz Group partnered with the City of Edmonton to build Rogers Place, home of the Edmonton Oilers. In 2012, Katz Group joined forces with WAM Development Group to create the EAD Joint Venture, today known as Ice District Properties, the vibrant mixed-use development surrounding the arena. Together they are set to complete the vision and develop a downtown district that brings Edmontonians together and attracts visitors to a city that's truly world class.

"Today's announcement marks a huge milestone in creating a world-class destination where Edmontonians and visitors from around the world will come to experience our great city and all it has to offer," said Daryl Katz, Chairman, Katz Group. "Ice District is the perfect reflection of the type of energy and feeling this area will bring to anyone who sets foot here."

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A once-in-a-lifetime opportunity to develop more than 25 acres in the heart of Edmonton, Ice District will link the four quadrants of the city to the urban core. Ice District will extend from 101st Street to 104th Street and from 103rd Avenue to 106th Avenue.

Rogers Place, the most advanced sports and entertainment venue in North America, will be completed in fall 2016 and serve as the anchor of Ice District. The arena will be connected to the Edmonton Downtown Community Arena, the MacEwan LRT Station and the Winter Garden – the incomparable grand entrance to Rogers Place that spans over 104 Avenue.

In addition to Rogers Place, the first phase of Ice District will boast a luxury hotel, two AAA office towers with the City of Edmonton and Stantec as the anchor tenants, condominiums and apartments, restaurants and nightlife, the Grand Villa Edmonton casino, a premier Cineplex theatre complex, a Kids & Company child care centre and retail options including boutique shops, a grocery store and a Rexall pharmacy.

Ice District partners are working with the City of Edmonton to develop a sustainable, vibrant, well-designed and accessible downtown area and realize the goals of the Capital City Downtown Plan.

For more information and updates on Ice District visit icedistrict.com and icedistrictproperties.com.

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ABOUT ICE DISTRICT

Ice District will be the largest mixed-use sports and entertainment district in Canada and is already projecting an energy and feeling unlike anything Edmonton has seen before. Ice District will deliver a new era of entertainment in the form of epic concerts, heart-stopping NHL and WHL hockey, blockbuster movies, world-class gaming, boutique shopping, trendy dining and more. A humming public plaza with year-round programming will host events from festivals to public skating. All of this, just steps from sophisticated residences and premium office space. Rogers Place is being developed by the Oilers Entertainment Group and the City of Edmonton. Ice District Properties, a mixed-use development surrounding Rogers Place and the Winter Garden, is being developed through a joint venture between Katz Group and WAM Development Group.

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