**ENDEAVOR ACQUIRES ON LOCATION EXPERIENCES**

*Endeavor and NFL enter into strategic partnership to operate On Location Experiences and continue investing in live events across sports and entertainment*

*Will integrate with Endeavor to create a global leader in premium experiential hospitality*

**NEW YORK, NY (January 2, 2020)** – Endeavor, a global entertainment, sports and content leader with a portfolio of companies including WME, IMG and UFC, has acquired a majority equity ownership stake in experiential hospitality leader On Location Experiences (“On Location” or “OLE”) from existing investors. The NFL, through its strategic investment arm, 32 Equity, will continue to be a minority shareholder and retain its seat on the company’s Board of Directors. On Location will seek to enhance its existing sports and entertainment offerings, including its long-term relationship with the NFL, by leveraging Endeavor’s unique access to content and experiences across entertainment, sports and fashion. Former Bloomberg, Westwood One and Time Inc. executive, Paul Caine, will lead the newly integrated entity. John Collins, OLE’s CEO for the past four years, will serve as an advisor to the Company and Endeavor through the integration period and then depart.

“By bringing together a leader like On Location with Endeavor’s access and reach, we can advance the way consumers and brands think about money-can’t-buy experiences,” remarked Ariel Emanuel, CEO, Endeavor. “Partnering with the NFL will enable us to leverage the best-in-class executions around one of the biggest events in the world, the Super Bowl, and extend this same level of service and experiences to other sports and entertainment properties globally.”

On Location, which was originally a part of the NFL, has been privately held since 2015 by RedBird Capital Partners, Bruin Sports Capital, the Carlyle Group and 32 Equity, the NFL’s investment platform. Under this new ownership, 32 Equity will remain a major shareholder and the NFL will enhance its strategic partnership with On Location focusing on providing NFL fans, partners and clubs access to its suite of premium hospitality offerings.

“We are excited to partner with Endeavor to grow On Location Experiences globally,” said NFL Commissioner Roger Goodell. “We are committed to offering NFL fans unique and first-class experiences at our events. On Location shares this commitment and delivers value for its partners and delights fans at events around the world.”

On Location is the official hospitality partner of the NFL, and a partner to more than 150 other rights holders, such as the NCAA, the PGA of America and the USTA. The company provides official access for both corporate clients and fans looking for immersive experiences at marquee events including the Super Bowl, Pro Bowl, NFL Draft, NCAA Final Four, PGA of America events, numerous college football bowl games and the tennis majors. On Location’s preexisting operations include Anthony Travel, CID Entertainment, Future Beat, KreateInc, PrimeSport and Steve Furgal’s International Tennis Tours.

Paul Caine will become President of the new entity, overseeing On Location’s integration with Endeavor. Caine most recently served as Chief Revenue Officer (CRO) of Bloomberg. Prior to that he served as Chief Executive Officer of Westwood One, and previously spent 23 years with Time Inc. where he served in numerous roles, including Executive Vice President, CRO and Group President.

For Endeavor, Latham & Watkins LLP is serving as legal advisor and the The Raine Group as financial advisor. Paul Hastings LLP is serving as legal advisor to On Location. Ropes & Gray LLP is serving as legal advisor to the NFL.

**About Endeavor**

Endeavor is a global entertainment, sports and content company, home to the world’s most dynamic and engaging storytellers, brands, live events and experiences. The company is comprised of industry leaders including entertainment agency WME; sports, fashion, events and media company IMG; and premier mixed martial arts organization UFC. The Endeavor network specializes in talent representation; marketing and licensing; content development, distribution and sales; event management; and a number of direct-to-consumer offerings.

**About On Location Experiences**

On Location Experiences is a leader in premium experiential hospitality business, establishing a new industry standard to serve iconic rights holders with extensive experience in ticketing, curated hospitality, live event production and travel management in the worlds of sports and entertainment. On Location is a partner to over 150 rights holders including the NFL, NCAA, the PGA of America and the United States Tennis Association, and provides unrivaled official access for both corporate clients and fans looking for immersive experiences at marquee events including the Super Bowl, Pro Bowl, NFL Draft, NCAA Final Four, PGA of America events, numerous College Football Bowl Games and the Tennis Majors. On Location through CID Entertainment & Future Beat also partners with numerous artists and music festivals across genres. The company’s operations include [Anthony Travel](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.anthonytravel.com%2F&data=02%7C01%7Cjcollins%40onlocationexp.com%7Ca99e2e32b10a47d9e39208d78d4c8a3d%7C6290e9625a32437ab97d5ef0567a15b1%7C0%7C0%7C637133232185796904&sdata=M%2FQpAZW8eaO67m6%2BvH6pZ0n%2BLQMjOItR7XFf%2B4Ccz9o%3D&reserved=0), [CID Entertainment](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.cidentertainment.com%2F&data=02%7C01%7Cjcollins%40onlocationexp.com%7Ca99e2e32b10a47d9e39208d78d4c8a3d%7C6290e9625a32437ab97d5ef0567a15b1%7C0%7C0%7C637133232185796904&sdata=XCwHoqZqB0eJB2DQM8bxe8he1MYb%2Btj%2BKbMuQXH3%2FA0%3D&reserved=0), [Future Beat](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Ffuture-beat.com%2F&data=02%7C01%7Cjcollins%40onlocationexp.com%7Ca99e2e32b10a47d9e39208d78d4c8a3d%7C6290e9625a32437ab97d5ef0567a15b1%7C0%7C0%7C637133232185806899&sdata=bu4LMisjyMKRnRemoYtHAB2yIQkEdM9kPVBjfiQbKXE%3D&reserved=0), [KreateInc](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fkreateinc.com%2Fportfolio%2F&data=02%7C01%7Cjcollins%40onlocationexp.com%7Ca99e2e32b10a47d9e39208d78d4c8a3d%7C6290e9625a32437ab97d5ef0567a15b1%7C0%7C0%7C637133232185806899&sdata=4uE3pVrhPaz1C7VrZCSUWwAu4rUsBkqnzN5uEQjkwH8%3D&reserved=0), [PrimeSport](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.primesport.com%2F&data=02%7C01%7Cjcollins%40onlocationexp.com%7Ca99e2e32b10a47d9e39208d78d4c8a3d%7C6290e9625a32437ab97d5ef0567a15b1%7C0%7C0%7C637133232185816893&sdata=Nyr1BnMft2PUGUX7TBOijhMDs%2Fl1xTKZPt%2B34nZ7orY%3D&reserved=0) and [Steve Furgal’s International Tennis Tours](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.tours4tennis.com%2F&data=02%7C01%7Cjcollins%40onlocationexp.com%7Ca99e2e32b10a47d9e39208d78d4c8a3d%7C6290e9625a32437ab97d5ef0567a15b1%7C0%7C0%7C637133232185816893&sdata=DaEtp70gDd2UuErljoW71pP9b%2F8Zm5h5s4Asnhgf%2FBw%3D&reserved=0).