



## **Venu Holding Corporation Set to Open Four New Live Entertainment Facilities**

*McKinney (Dallas Market) and El Paso, Texas, Broken Arrow (Tulsa Market) and Oklahoma City, Oklahoma, venues will result in 80,000 seats across all VENU owned properties.*

**Colorado Springs, Colorado- December 16, 2024**--(BUSINESS WIRE) --Venu Holding Corporation ("VENU" or the "Company") (NYSE American: VENU), a leading premium hospitality and live entertainment company built by music fans, for music fans is set to open four new entertainment facilities. Driven by a fan-founded and fan-owned model the new locations will be developed in the McKinney, TX (Dallas market), El Paso, TX, Broken Arrow, OK (Tulsa market), and Oklahoma City, OK over the next 24 months. When fully operational, the Company will boast a total inventory of 80,000 seats across five major markets. With six operating properties currently and plans to expand into up to ten additional major markets, VENU is creating destinations where world-class music, fine dining, and exceptional hospitality come together.

Each of VENU's facilities are projected to host between 40-50 shows annually. With the addition of VENU's multi-seasonal venues and strategic configurations, these venues are anticipated to collectively generate over \$750 million in annual revenue, driving net tangible assets and mark-to-market balance sheet value to potentially exceed \$1 billion within the next six quarters. The Company's ticket sales are secured through strategic operating and booking partnerships (such as AEG Presents for Ford Amphitheater in Colorado Springs), intended to ensure consistent demand and broad audience reach for our events. Further, each venue drives revenue through food and beverage sales, parking, and sponsorship opportunities. The Company expects to announce additional entertainment complexes soon.

### **McKinney, Texas (Dallas Market) – [Click here](#) to learn more**

- Expected to Open 2026
- Capacity: 20,000 fans
- Estimated Cost of Development: \$220,000, 000
- Average Shows Per Year: 40-50
- Luxury Fire Pit Suite Units for Investment: 295
- Aikman Club Memberships: 350

### **El Paso, Texas – [Click here](#) to learn more**

- Expected to Open 2026
- Capacity: *est.* 12,500 fans
- Estimated Cost of Development: *est.* \$105,000,000
- Average Shows Per Year: *est.* 40-50
- Luxury Fire Pit Suite Units for Investment: *est.* 202
- Aikman Club Memberships: *est.* 175

**Broken Arrow, Oklahoma (Tulsa Market)** – [Click here](#) to learn more

- Expected to Open 2025
- Capacity: 12,500 fans
- Estimated Cost of Development: \$93,000,000
- Average Shows Per Year: 40-50
- Luxury Fire Pit Suite Units for Investment: 202
- Aikman Club Memberships: 175

**Oklahoma City Market**– *location in progress.* [Click here](#) to learn more

- Capacity: *est.* 12,500 fans
- Estimated Cost of Development: *est.* \$105,000,000
- Average Shows Per Year: *est.* 40-50
- Luxury Fire Pit Suite Units for Investment: *est.* 202
- Aikman Club Memberships: *est.* 175

*Source: Venu Holding Corporation*

### **About Venu Holding Corporation**

Venu Holding Corporation ("VENU") (NYSE American: VENU), founded by Colorado Springs entrepreneur J.W. Roth, is a premier hospitality and live music venue developer dedicated to crafting luxury, experience-driven entertainment destinations. VENU's campuses in Colorado Springs, Colorado, and Gainesville, Georgia, each feature Bourbon Brothers Smokehouse and Tavern, The Hall at Bourbon Brothers. Unique to Colorado Springs, Notes Eatery, and the 8,000-seat Ford Amphitheater. Expanding with new Sunset Amphitheaters in Oklahoma and Texas, VENU's upcoming large-scale venues will host between 12,500 and 20,000 guests, continuing VENU's vision of redefining the live entertainment experience.

VENU has been recognized nationally by *The Wall Street Journal*, *The New York Times*, *Denver Post*, *Billboard*, *VenuesNow*, and *Variety* for its innovative and disruptive approach to live entertainment. Through strategic partnerships with industry leaders such as AEG Presents, NFL Hall of Famer and Founder of EIGHT Elite Light Lager, Troy Aikman, VENU continues to shape the future of the entertainment landscape. For more information, visit [venu.live](http://venu.live).

### **Forward Looking Statements**

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward-looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation those set forth in the Company's filings with the SEC, not limited to Risk Factors relating to its business contained therein. Thus, actual

results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

**Contacts**

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