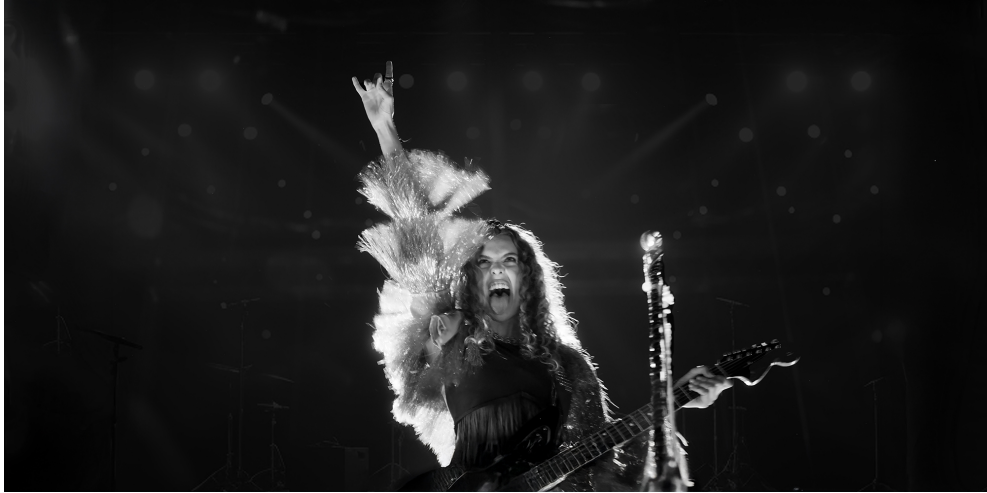




## Experience the Future of Entertainment: Venu Holding Corporation Launches 'Fan Founded. Fan Owned' Movement



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**Colorado Springs, CO – December 26, 2024-** (BUSINESS WIRE)– Venu Holding Corporation (“VENU”) (NYSE American: VENU), a leading premium hospitality and live entertainment company built by music fans for music fans is excited to announce its bold new brand story, "Fan Founded. Fan Owned," a disruptive initiative celebrating VENU’s commitment to elevating the fan experience and empowering its audiences.

The message is driven by the unique connection between VENU and the fans who inspire its reimaged, state-of-the-art venues and unforgettable entertainment experiences. Anchored by an engaging video shot at VENU’s iconic new Ford Amphitheater in Colorado Springs, CO, the launch features the song “Wasting Time” from genre defying American country rock band, Red Clay Strays. The centerpiece highlights how VENU’s vision is powered by a fan-first approach, with fans at the heart of it all.

"'Fan Founded. Fan Owned' isn't just a tagline—it's the core of everything we do!" said J.W. Roth Founder, Chairman, and CEO of VENU. "Our brand is an invitation to the fans who inspire us inviting them to join us in this movement as we completely disrupt the industry. Every fan can now own a piece of all we are doing."

VENU is transforming live entertainment with unmatched fan experiences. Enjoy performances from luxury fire pit suites, combining comfort and stunning views, relax in exclusive owner’s clubs, offering premium food and beverage options, from handcrafted cocktails to gourmet dining.

The video is now live on our website, YouTube, and all social platforms, provides an inspiring glimpse into VENU's fan-focused philosophy.

For more information and to join the conversation, visit [venu.live](https://venu.live)

## **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, and 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 and 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](https://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**

For media requests, connect with Chloe Hoeft at [choeft@venu.live](mailto:choeft@venu.live) or 719-895-5470