



VENU Holding Corporation Welcomes Terri Liebler as Chief Marketing Officer

Leveraging Three Decades of Expertise to Drive Innovation and Elevate Luxury Entertainment Experiences Nationwide



COLORADO SPRINGS, CO-- (BUSINESS WIRE) -- December 4th, 2024– Venu Holding Corporation (VENU) (NYSE American: VENU), leading premium hospitality and live entertainment company announces Terri Liebler as its new Chief Marketing Officer. With 30 years of experience in the sports and entertainment industry, Liebler has significant experience with strategic growth and profitability enhancement, and a track record of driving success through visionary leadership.

Liebler, is a widely respected leader in the hospitality and entertainment industries. Before joining VENU, she held the role of Senior Vice President in the Media and Sponsorship Division at Live Nation Entertainment (NYSE: LYV), where she led innovative opportunity development, strategic planning, and streamlined operational sales processes across the division. Her 22-year tenure at Live Nation included pioneering work on U.S. and international venue and festival platforms, while also facilitating critical relationships with Live Nation's external partner organizations.

Prior to VENU, Liebler held roles in the NBA with the Seattle SuperSonics and San Antonio Spurs and contributed to the Premium Seat operations team for the 1996 Olympics in Atlanta, Georgia. Throughout her career, she has played a pivotal role in launching more than 100 major sports and entertainment venues across the nation, including notable venues such as the Key Arena (now Climate Pledge Arena), House of Blues, the iconic Fillmore properties, and the San Antonio Alamodome.

“Terri is no doubt a leader in the space. and we are thrilled to welcome her to our team of rockstars.” Said JW Roth, Founder, Chairman, and CEO of VENU “She brings an unrelenting enthusiasm and dedication for our brands that will undoubtedly drive our unparalleled venues to new heights. I’m excited to see how she’ll bring our vision to life and connect with our audiences in new, impactful ways.”

"I am incredibly excited to join VENU in this new role." said Terri Liebler incoming Chief Marketing Officer for VENU. "The live entertainment industry has always been my passion, and I am eager to bring my experience to such a dynamic and innovative team. Together, we will create compelling products and platforms that resonate with our audiences and enhance their experiences with our premium offerings. I look forward to collaborating with our venues and restaurants across the country to push the boundaries and create unforgettable moments for fans everywhere."

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, three-time Super Bowl Champion 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.

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.

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