



## Venu Holding Corporation Welcomes Industry Leader Will Hodgson as new President



COLORADO SPRINGS, CO-- (BUSINESS WIRE)-- December 3<sup>rd</sup>, 2024 - Venu Holding Corporation (“VENU”) (NYSE American: VENU), a leading premium hospitality and live entertainment company announces Will Hodgson as its new President. With 25 years of experience in the entertainment industry, Will brings energetic leadership and a demonstrated history of accelerating growth and enhancing profitability.

Hodgson, a graduate of Wake Forest University, is a highly regarded veteran in both the hospitality and entertainment industries. He joined VENU in late October 2024 and began serving as President at that time. Before joining VENU, Will spent 13 years at Live Nation Entertainment (NYSE: LYV), most recently as Head of House of Blues Entertainment. Setting the pace and strategy for 20 venues, 17 restaurants, and 7 high-end cocktail lounges. Overseeing a workforce of 4,000 employees and producing 3,000 events annually. Prior to Live Nation Entertainment, Will spent several years in investment banking in Boston and San Francisco before joining then start up Front Gate Tickets out of Austin, TX where he helped develop ticketing solutions for major festivals like Austin City Limits and Lollapalooza, as well as numerous independent venues across the country. Following this, he spent the following years developing, opening, and operating several venues in Texas.

“We are thrilled to welcome a leader with such a diverse and dynamic background to the VENU team” Said J.W. Roth, Founder, Chairman, and CEO of VENU. “Will is a rockstar, he will do an incredible job quarterbacking our strategic growth and operations. His unique expertise across live music, finance, ticketing, food and beverage, and real estate development is a powerful fit for our vision.”

“I’m thrilled to join the team setting a whole new standard for live entertainment.” said Will Hodgson, new President of VENU. “VENU’s fan-founded model is groundbreaking—bringing fans into the fold as vested partners is both innovative and transformative.”

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, 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](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.

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