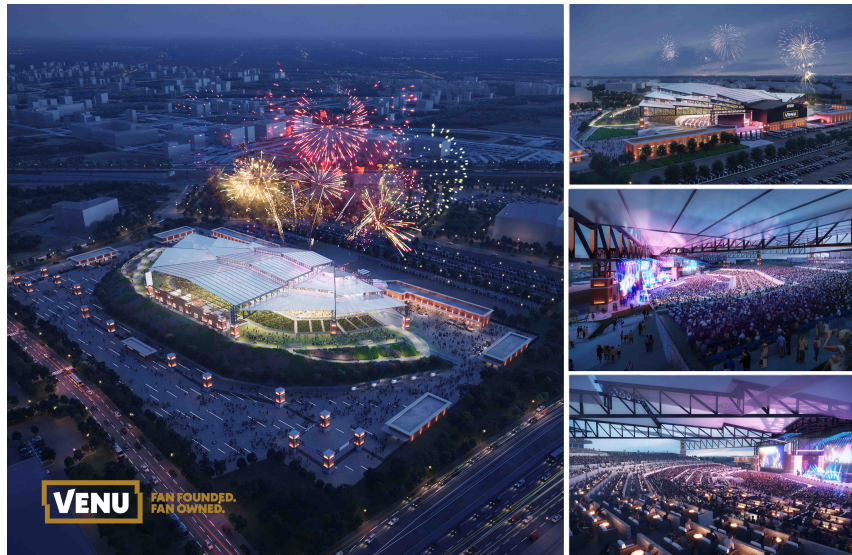




Venu Holding Corporation Closes on Property in McKinney, TX, Setting the Stage for 20,000-Seat, \$300M Ultra-Lux Sunset Amphitheater

Official Groundbreaking Ceremony Anticipated for Spring 2025



Colorado Springs, Colorado, January 15, 2025 –(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, has closed on the 46-acre property for its 20,000-seat world-class outdoor music venue in McKinney, TX, The Sunset Amphitheater at McKinney powered by EIGHT Elite Light Beer ("EIGHT"). The official Groundbreaking Ceremony is anticipated for Spring 2025.

The development of the premium destination is set to be built as part of a public-private partnership between VENU, the City of McKinney, the McKinney Economic Development Corporation, and the McKinney Community Development Corporation. Located in one of America's fastest-growing cities, just northeast of Dallas-Fort Worth off Interstate 75 and Highway 121, the ultra-lux venue is poised to become a landmark in the region.

"This world-class music venue is a game-changer for our entertainment offerings in McKinney and will be a boom for our economic growth and tourism sector. With a state-of-the-art venue of this size, we can draw some of the largest musical acts to the city and attract fans from across Texas and the surrounding states," said Mayor of McKinney, George Fuller. "This new addition to our community will bring even more life and energy to our already thriving arts scene and undoubtedly continue to set McKinney apart as an entertainment and cultural hub in the region."

"We are proud to be building the greatest amphitheater ever built in history right here in the Center of the Universe, McKinney, TX," said J.W. Roth Founder, Chairman, and CEO of VENU. "The Sunset Amphitheater at McKinney will defy all expectations, and we couldn't be prouder to partner with The

City of McKinney and their fearless rock-and-roll Mayor, George Fuller. It is truly a privilege to work together in creating a lasting legacy that all the people of McKinney and greater Dallas can take pride in.”

The Sunset Amphitheater at McKinney, powered by EIGHT Elite Light Beer, is set to redefine the live entertainment experience, breaking boundaries as a venue unlike any ever built.

Designed with fans at its heart, the amphitheater introduces music fans to unparalleled experiences. VENU’s innovative Fire Pit Suites provide a revolutionary way to experience live performances with your favorite artist. Each suite, seating between 4 and 10 fans based on investment level, includes access to premium food and beverages, complimentary VIP priority parking, and dedicated restrooms. These exclusive suites are now available for investment—once they're gone, they're gone.

Further, In collaboration with NFL Hall of Famer and EIGHT Founder Troy Aikman, the venue boasts *The Aikman Club*—a beautifully appointed members-only club offering world-class cuisine and nestled at the very center of the amphitheater. This one-of-a-kind space offers unmatched views, premium seating, and an array of high-end amenities for its elite members.

Troy Aikman, Founder of EIGHT Elite Light Beer and NFL Hall of Famer, said "I’m thrilled that VENU is opening a location here in my hometown of Dallas. As a lifelong music fan, the partnership between EIGHT and VENU is a special one to me. Nothing pairs better than great music and a cold beer, and I can’t wait for fans to enjoy both in an unforgettable way."

McKinney’s thriving arts, recreation, and tourism scene makes it an ideal match for Colorado-based VENU, a company redefining live entertainment by bringing grand-scale amphitheaters to flourishing cities. With operating venues in Gainesville, GA, and Colorado Springs, CO, and \$1.3 billion in active site development and construction in Broken Arrow, OK (Tulsa Market), Oklahoma City, OK, El Paso, TX, and McKinney, TX, VENU is poised for significant expansion. With \$200 million in projected Fire Pit Suite sales for 2025 and five additional markets in pre-construction, the Company is paving the way for sustained growth as it continues to shape the future of the entertainment landscape.

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, 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 Beer, 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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