



Venu Holding Corporation Rings NYSE Opening Bell, Highlighting Fan-Owned Vision and Ambitious Growth Ahead

Colorado Springs, Colorado, January 27, 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, celebrated its official listing on the NYSE American by ringing the opening bell at the New York Stock Exchange on January 21, 2025. This moment marked an important milestone in the Company's journey of creating premium, fan-owned entertainment destinations.



View NYSE Opening Bell Ringing video recording here- <https://bit.ly/4auwE5M>

“Ringing the opening bell at the New York Stock Exchange was a celebration of our fans, our vision, and the bold journey that we are on,” said J.W. Roth, Founder, Chairman, and CEO of VENU. *“With our strengthening balance sheet and the groundwork laid for rapid expansion, we’re redefining the future of live entertainment as we create extraordinary experiences for fans and investors alike. This is just the start of an even bigger adventure.”*

Following the ceremony, J.W. Roth— Founder, Chairman, and CEO —spoke with NYSE TV, Cheddar, and Bloomberg about this remarkable milestone. Watch the full interviews below:

- Bloomberg – <https://bloom.bg/40sZRcO>
- NYSE TV- <https://bit.ly/4gbITFE>
- Cheddar - <https://bit.ly/40ufikY>

Since its inception, VENU has set a new standard in entertainment and hospitality, becoming a visionary in delivering luxurious, fan-centered experiences that transform live entertainment and hospitality. Its house of brands spans iconic venues and dining destinations, from Bourbon Brothers Smokehouse and Tavern to Notes Eatery and Roth’s Seafood and Chophouse—each offering handcrafted cocktails and scratch-made menus with a unique flair. VENU has reimagined the fan experience across all scales, from the intimate ambiance of The Hall at Bourbon Brothers to expansive open-air settings like the Ford

Amphitheater and Sunset Amphitheaters, seating up to 20,000 fans. Defying industry norms, VENU offers groundbreaking amenities like premium luxury fire pit suites, custom-built owners clubs, and exclusive food and beverage selections—creating an entertainment experience unlike any other.

Building on a Strong Foundation

VENU has strategically positioned itself as a leader in live entertainment, forging key relationships with industry players and laying the groundwork for its current and future venues. These efforts have propelled the Company to exceptional performance. In December 2024 alone, VENU closed over \$11 million in Fire Pit Suite sales, bringing the year's total to a remarkable \$77.7 million. Looking ahead, the Company projects Fire Pit Suite sales to exceed \$200 million in 2025, driven by surging demand and its innovative approach to ownership opportunities in the entertainment sector.

Expansion Plans on the Horizon

With existing operations in Colorado Springs, CO, and Gainesville, GA, VENU is set to expand its footprint with an estimated \$1.3 billion in active construction and development projects across Oklahoma and Texas. The Company is actively developing venues in Broken Arrow, OK (Tulsa market), Oklahoma City, OK, El Paso, TX, and McKinney, TX, with five additional markets in pre-construction. As VENU continues its bold expansion, it remains dedicated to delivering transformative experiences for fans and investors alike.

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 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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