

EXHIBIT A



**LOS ANGELES EVENT CENTER
SIGNAGE ANALYSIS**

July 22, 2011

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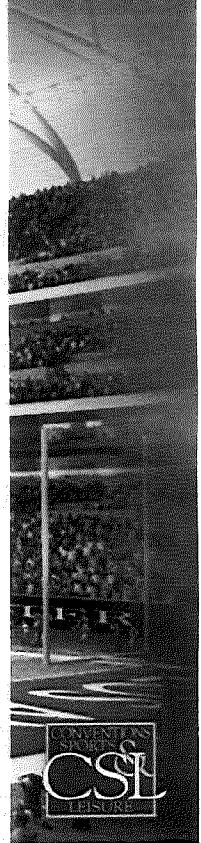
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Section I

COMPETITIVE AREA





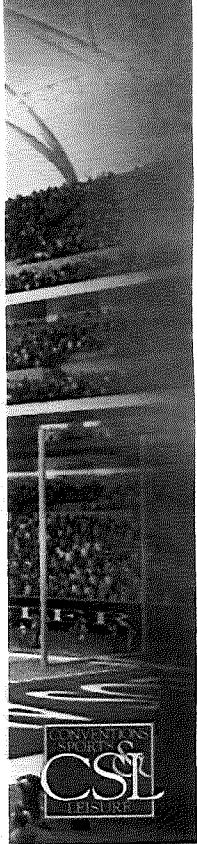
I. Competitive Area

The I-10/Hwy. 110 Interchange

The proposed location of the Event Center is located on the northeast corner of one of the busiest interchanges in the State of California, State Highway 100 and the Santa Monica Freeway (Interstate 10), in downtown Los Angeles.

STAPLES Center, Nokia Theater, LA Live, the Los Angeles Convention Center (LACC), the JW Marriott and Ritz-Carlton hotels as well as a number of other restaurants and entertainment venues are all in close proximity to the interchange.

It is anticipated that a majority of the signage would be located on the South Hall of LACC to allow for the highest visibility for the greatest number of signs. The remaining signs would be located in and around the LA Live! Entertainment district and on the West Hall of LACC.



I. Competitive Area

The I-10/Hwy. 110 Interchange (cont.)

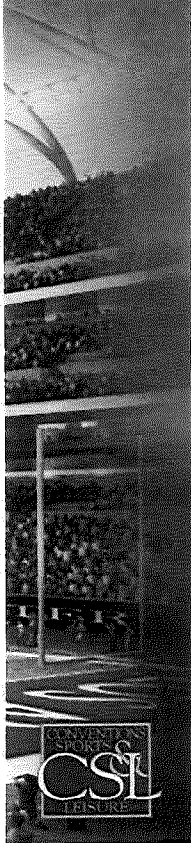
The area is heavily saturated with billboards and advertising. Interstate 10 (Santa Monica Freeway) and State Highway 110 are among the most heavily traveled freeways in the United States. As such, the land adjacent to these highways has become extremely valuable terrain for advertisers. California Department of Transportation officials have estimated that approximately 550,000 cars traverse the interchange each day.





Section II

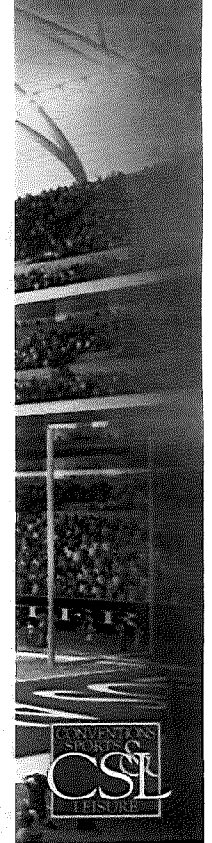
OPTIMAL MEDIA MIX



II. Optimal Media Mix

Maximizing Revenue

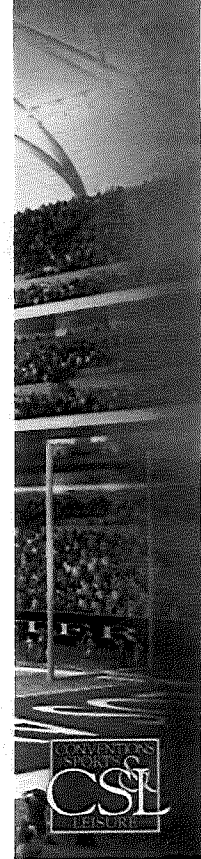
Several of the signs in the proposed signage program have low to extremely low visibility from the I-10/Hwy. 110 Interchange, thus dramatically reducing their revenue generating potential and limiting their attractiveness to potential sponsors. However, most of the signs that do not face the interchange will be visible to patrons attending events at the Convention Center, STAPLES Center, Nokia Theater and LA Live!, enhancing the value of these signs.





Section III

MARKET SATURATION





III. Market Saturation Outlook, Availability & Demand

The I-10/Hwy. 100 interchange has an estimated 550,000 vehicles pass through the area per day, making it one of the most heavily traveled interchanges in the United States. Consequently, it features a high level of saturation from an advertising standpoint. There are already numerous billboards located adjacent to the interchange — many of which are controlled by LA Outdoor and CBS Outdoor — making the area susceptible to clutter and advertising overload.

III. Market Saturation

Outlook, Availability & Demand (cont.)

Typically, when sponsors lease outdoor advertising space in major markets such as Los Angeles, they are not leasing space at a specific location but rather gaining access to a network of billboards located at numerous locations throughout a certain market. The proposed Event Center/LACC district sponsorship program may be more attractive to a sponsor if it were part of a broader network of advertising opportunities that included the teams that play at the new Event Center and STAPLES Center, allowing for more targeting advertising and marketing.

