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NEWS RELEASE

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Five Flags Center Management Change

DUBUQUE, Iowa – SMG Worldwide Entertainment and Convention Venue Management has announced that H.R. Cook will serve as the new general manager for the Five Flags Civic Center. Cook will replace Joyce White, who will retire in December after 10 years as general manager.

SMG is the professional arena management company hired by the City of Dubuque to manage the day-to-day operations of the City-owned Five Flags Civic Center. Cook comes to Dubuque from Topeka, Kans., where he served as the general manager of the Kansas Expocentre for the last 16 years. Additionally, he has served as regional manager of SMG's Midwest Division, a role that brought him to Dubuque numerous times to work at the Five Flags Center with the SMG staff.

“Every time I visited Dubuque and the Five Flags Center, I noticed something new with each visit,” said Cook. “Dubuque is a very progressive city with a plan for the future, a vested interest in retaining the youth, an active downtown, renovated riverfront and a wonderful parks and trails system with the smaller city personality. I know I will have large shoes to fill with the departure of Joyce White, but my wife Connie and I both agreed, we want to be a part of Dubuque. I hope to maintain the civic tradition of the Five Flags Center while increasing programming for all demographics of the community. We look forward to becoming involved and helping continue the progress of Dubuque”

City of Dubuque Leisure Services Manager Marie Ware, who oversees the Five Flags Civic Center contract with SMG, stated, “Dubuque is very lucky to have had the great

leadership and community involvement of Joyce White. Joyce has worked tirelessly to provide our community with great entertainment venues, theatrical performances, as well as community events and activities. Those are big shoes to fill. I have worked with H.R in his capacity as SMG's regional manager and was always impressed with his business knowledge and understanding of the connection a strong civic center has to a strong community. I am very excited to have H.R. coming to lead the operations of Five Flags."

Cook has worked in the arena convention center business his entire life. He grew up in Des Moines where his father worked for Veterans Memorial Auditorium for 35 years in various capacities, from operations manager to general manager. Cook has followed in his father's footsteps and comes to Dubuque with over 28 years of management experience in a variety of venues from Kemper Arena and the Kansas City Convention Center in Kansas City; to Macon Coliseum in Macon, Georgia; to IMA Sports Arena in Flint Michigan; to his last stop at the Kansas Expocentre. He has also been active in the community serving on the board of the Tokepa Convention and Visitors Bureau as well as the American Red Cross Board.

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H.R. Cook