



## **NEWS RELEASE**

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**Mesa Officials Praise Destination Resort and Convention Center Core  
Agreement between DMB and Gaylord Entertainment  
Touted as major boost for Mesa economy**

**MESA, Ariz.** (September 3, 2008) --- Mesa officials are excited about a deal that would bring a destination resort, retail and convention center core to Mesa Proving Grounds. The agreement between DMB Associates, Inc., a Scottsdale-based real estate company, and Gaylord Entertainment (NYSE: GET), a national hospitality and entertainment company based in Nashville, Tennessee, could mean the potential private investment of a billion dollars and millions of tourist dollars to Mesa, the Southeast Valley and the state. The announcement includes a partnership with Tom Fazio for an 18-hole golf course and the continued regional alliance with Westcor for future retail planning.

The facility would add state-of-the-art meeting space for millions of new leisure and businesses visitors, and would make Mesa a national destination market providing an economic boost to the city, the Southeast Valley and Arizona, during all market cycles.

“After an initial introduction by the City of Mesa, DMB entered into discussions with Gaylord after months of due diligence by all parties. Now we’ve attracted a major resort and hospitality operation to Mesa that would bring a substantial infusion of private capital and could attract a significant recurring revenue stream from outside the state,” said Mayor Scott Smith. “This project will have a significant and positive impact on Mesa now and into the future. DMB’s ability to bring Gaylord to Mesa benefits all of us,” Smith added.

The deal is especially gratifying for District 6 Councilman, Scott Somers who represents the area where the property is located. “This is a landmark deal for Mesa because of the increased revenue from the convention and resort activities, not to mention the potential volume of passengers that could eventually flow through Phoenix-Mesa Gateway Airport. It’s always been our plan to use the airport as an economic engine to stimulate the area. This is an excellent example of how that can be achieved.”

This mirrors DMB’s vision for the Mesa Proving Grounds. DMB, which has worked closely with the City on this vision, has been engaged in a process to develop a carefully conceived land plan that will, over many years, create billions of dollars of private investment and thousands of high-quality, high-paying jobs for Mesa and the Southeast Valley, using the airport as the focal point for attracting future development. These agreements are the first step in restoring Mesa’s financial security by attracting a major revenue-generating hospitality component for the property. Robert Brinton, President of the Mesa Convention and Visitors’ Bureau, stated, “We are thrilled to have the opportunity to be a Gaylord host city. From the CVB’s viewpoint, Gaylord’s presence will allow us to better promote Mesa, changing the tourism landscape. Ultimately, this means more revenue and promotional exposure for the City.”

“Because of their history of successful operations across the country, Mesa was fortunate to lure this convention giant and tourist engine to the City and the Southeast Valley,” said Charlie Deaton, President of the Mesa Chamber of Commerce, “We applaud the City, the Mesa Convention and Visitors’ Bureau, DMB and Gaylord for working hard on this deal and we are optimistic that with the city’s leadership, Gaylord and its financial benefits will become a reality.

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