



Real Estate Journal

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER IN THE WORLD

Steedman joins Northland AEG as senior vice president and general mgr.

On behalf of Northland AEG, Steven Rosenthal, CEO of Northland Investment Corp. and Bob Newman, COO, AEG Facilities, Charles Steedman has been named senior VP and general manager for Northland AEG LLC's future operations in Hartford, which includes management of the XL Center and Rentschler Field, as well as business operations of the AHL's Hartford Wolf Pack.

Steedman has spent the last seven years under the employ of New England Sports Ventures, the parent company of the Boston Red Sox, New England Sports Network (NESN) and Fenway Sports Group (FSG). Most recently, he has served a dual role as executive VP of FSG and also as VP, Fenway Enterprises and Broadcasting for the Boston Red Sox. Steedman began his career in sports and entertainment at UCONN, working there from 1984-1990, ending as director of athletic marketing.

"We are thrilled to have Chuck leading our effort in Hartford," said Newman. "His experience, knowledge of the market, strong UCONN ties and proven marketing skills are just what Northland AEG needs to increase fan attendance and take Hartford to the next level."

"To a large degree, Hartford's revitalization depends on our ability to provide quality fan experiences that will in turn bring more feet on the street," said Rosenthal. "Chuck's track record tells me that he is the right person at the right time to lead the XL Center, Wolf Pack and Rentschler Field to greater success."

"Knowing Northland's commitment to Hartford and AEG's reputation in the industry, I'm excited to take on this challenge and work with the Northland AEG team to grow the sports and entertainment experience at the XL Center and The Rent," said Steedman.

Red Sox President and CEO Larry Lucchino was also on hand to introduce Steedman, saying, "The Red Sox loss is certainly a big win for the Northland AEG team. I'm confident that Chuck will put his fine skills to much needed use in making Hartford a true sports and entertainment destination."

The joint partnership of Northland AEG LLC began management of the former Hartford Civic Center, now XL Center, Rentschler Field and business operations of the AHL's Hartford Wolf Pack on July 1, 2007.

About Northland AEG LLC

Northland AEG is a joint partnership between Northland Investment Corporation and AEG Facilities. Northland AEG LLC began managing the XL Center, formerly known as the Hartford Civic Center, on July 1, 2007 on behalf of the Connecticut Development Authority. Northland AEG LLC is also responsible for the day-to-day business operations of the Hartford Wolf Pack AHL Hockey Team and was chosen by the State of Connecticut Office of Policy and Management (OPM) to manage Rentschler Field Stadium in East Hartford, Connecticut. Rentschler Field is owned by the State of Connecticut.

About Northland Investment Corporation

Founded in 1970, Northland Investment Corporation is a privately held, vertically integrated real estate company focused on the acquisition, development and operation of commercial real estate throughout the United States. Northland owns a \$2.5 billion diversified portfolio of 22 million square feet in fourteen states. For more information on Northland Investment Corporation, visit www.northland.com.