

*For Immediate Release*

## **SKYRISE MIAMI AND LEGENDS ANNOUNCE DEVELOPMENT AND INVESTMENT PARTNERSHIP**

**Renowned Hospitality Company to Assist in Design and to Operate the Highly Anticipated Iconic Structure Deemed “Symbol of the New Miami”**

**Upon completion, SkyRise Miami to stand 1,000 feet tall on the shores of Biscayne Bay and offer unique guest experiences, including observatory space, thrill rides, family attractions and dining options**

**Miami – June 27, 2016** – Legends, the premier sports and entertainment company, today announced that it will help design and operate SkyRise Miami, the highly anticipated, 1,000 foot tall vertical entertainment observation tower currently planned on the shore of Biscayne Bay.

SkyRise Miami was conceptualized by developer Jeff Berkowitz and will stand as Florida’s tallest building and the country’s southernmost observation tower. Upon expected completion in 2020, it will offer guests a multitude of entertainment options, including multiple observation venues, interactive exhibits, thrill rides, family attractions and dining options.

Legends, owned by the New York Yankees and Dallas Cowboys, will be responsible for the overall development and operation of the SkyRise experience, creating innovative guest interactions and food & beverage offerings, executing marketing, programming and sales strategies, and overseeing day-to-day management of the distinctive vertical attraction.

“We are honored to partner with and invest in SkyRise Miami, an innovative, state-of-the-art space considered by many to represent a ‘symbol of the New Miami,’ said Shervin Mirhashemi, President of Legends. “As the SkyRise structure takes its place on the city skyline, we look forward to bringing our expertise to the ongoing development, and helping to create an experience that will provide a new way for visitors to view Miami and its surrounding area.”

“We are confident that Legends, well-known for its best-in-class business acumen, will serve our project well in the years ahead,” said developer Jeff Berkowitz. “This partnership is a win-win for all involved, and we look forward to bringing a high-quality iconic attraction to the South Florida community and its millions of visitors.”

“SkyRise Miami takes everything exciting about Miami and displays it for the world to see,” said Miami-Dade County Mayor Carlos Gimenez. “With this new landmark, Miami takes its rightful place amongst the great cities of the world.”

“Miami is already the most exciting tourist destination in the hemisphere,” said William Talbert, President of the Greater Miami Convention and Visitors Bureau. “SkyRise Miami will instantly become the icon the rest of the world will know us by.”

SkyRise Miami will represent the third observatory space under the direction of Legends. The company currently owns and operates One World Observatory, atop One World Trade Center in New York City, and operates OUE Skyspace, debuting in Los Angeles at the end of June.

Legends conceived, constructed and now manages the award-winning guest experience at One World Observatory, which opened in May 2015. Positioned on levels 100, 101 and 102 of One World Trade Center, the tallest building in the Western Hemisphere, the space provides guests with panoramic views of New York City’s most iconic sites from above 1,250 feet. One World features groundbreaking interactive exhibits and technology, retail and dining options, as well as a premium special events space.

Across the country from New York, Legends works with OUE Americas, owner of the US Bank Tower, on California’s tallest open-air observation deck. At OUE Skyspace LA., Legends is responsible for managing the guest experience that includes panoramic, 360 degree views of Los Angeles, and Skyslide, a fully enclosed glass slide perched on the exterior of the building to provide guests an “outdoor ride” from 70th floor to the 69th floor.

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### **About Legends**

As a global solution provider in the sports and entertainment industry, our visionary approach delivers results and innovation. Legends is led by industry veterans with an unparalleled amount of collective experience in Global Planning, Global Sales and Hospitality. We are the architects of premium sports and entertainment experiences, providing project feasibility reports, project development and analytics, premium and individual ticket sales execution and service, sponsorship and naming rights, stadium/arena tours, special event sales and sales training, general hospitality, premium food & beverage, catering, and retail merchandise.



At Legends each team member is obsessed with making our partners best-in-class. We are proud to serve our distinguished roster of sports, entertainment and attraction clients which consist of thought leaders, iconic brands and events including Yankee Stadium, AT&T Stadium, nearly 40 Live Nation venues, One World Observatory, OUE Skyspace, LA, SkyRise Miami, Manchester City FC, University of Notre Dame, Los Angeles Football Club, Los Angeles Angels, Los Angeles Rams, Atlanta Falcons, NFL, Rose Bowl, University of Southern California, Los Angeles Memorial Coliseum, Super Bowl 50 and Indianapolis 500. For more about Legends business and career opportunities, visit [www.legends.net](http://www.legends.net).

### **About SkyRise Miami**

SkyRise Miami is the farsighted concept of renowned Miami-based developer Jeff Berkowitz. Berkowitz and his exceptional development team have created a truly global icon for a truly global city – a revolutionary structure that will be instantly recognizable and capture Miami’s unmatched energy and exhilaration.

In addition to being the country’s southernmost observation tower, SkyRise Miami is a vertical entertainment center that will thrill visitors with multiple entertainment opportunities – including multiple indoor and outdoor observation decks, interactive exhibitions, hands-on thrill rides, experiential freefalls, and dining and celebration space.

For further information on SkyRise Miami, please visit [www.skyrisemiami.com](http://www.skyrisemiami.com)

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### **Contacts:**

**Legends: Nicole Jeter West**

[Nicole.jeterwest@legends.net](mailto:Nicole.jeterwest@legends.net)

**212-317-3217**