

GLOBAL SPECTRUM FACILITY MANAGEMENT



John Labatt

CENTRE

2010 - 2011 Annual Report

#1 VENUE IN CANADA FOR 2010

*Billboard Magazine Year end Ranking based on gross sales.

10,001 - 15,000 capacity

Our people, partners and city make the difference.



John Labatt
CENTRE

GLOBAL SPECTRUM.
Facility Management

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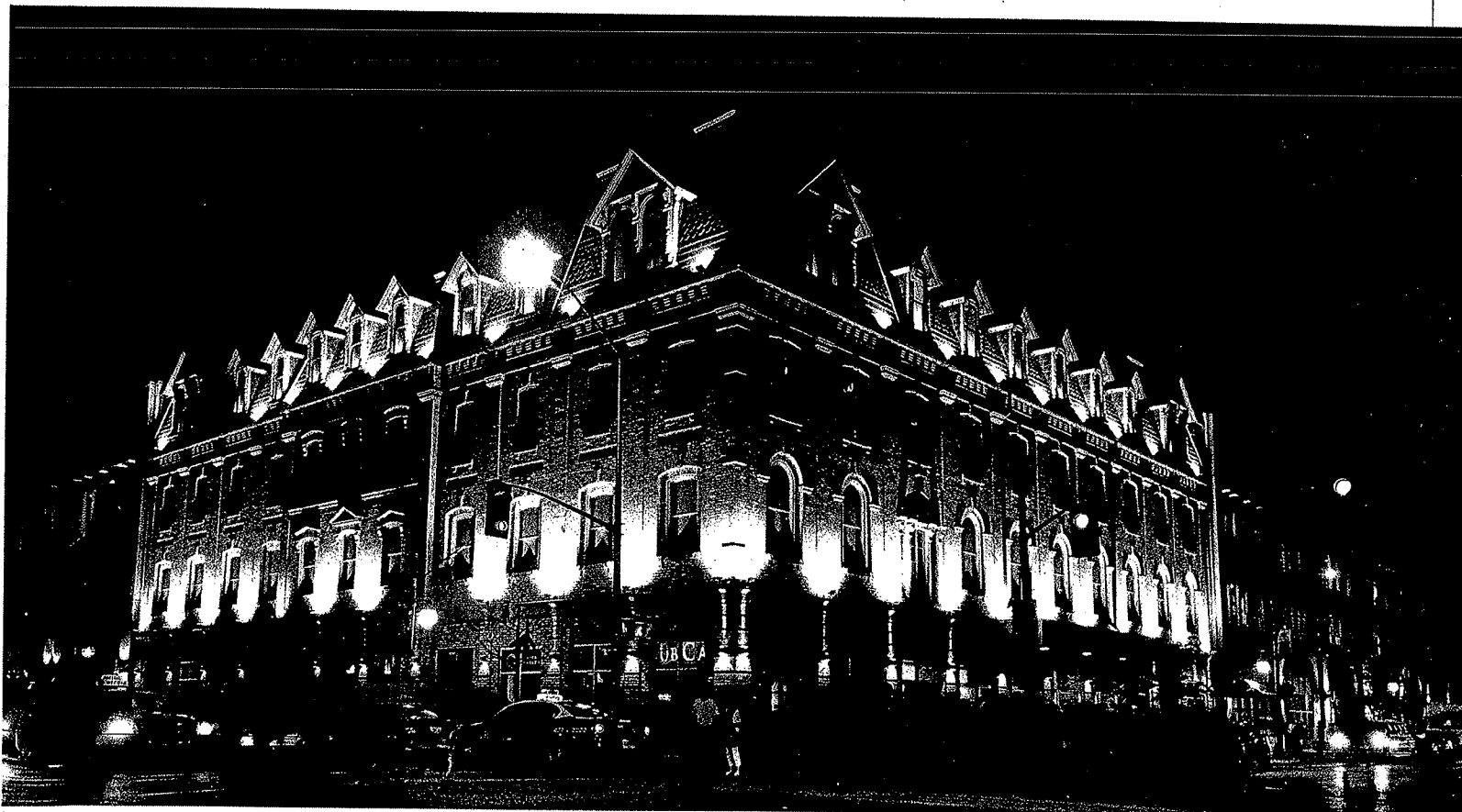
GLOBAL SPECTRUM.
Facility Management

The John Labatt Centre is proud to be a part of the Global Spectrum Facility Management family.

Statement of Purpose

The John Labatt Centre is a multi-purpose entertainment and sports facility. The facility strives to perform a significant role in meeting the needs of the community in its overall programming.

The John Labatt Centre shall also be a landmark of city civic pride and community accessibility, promoting a sense of vibrancy and culture while also providing a wide range of public sports and entertainment.



Message from Brian Ohl

I'd like to thank the City of London, Tourism London and the London Knights for another year of outstanding support throughout the 2010-2011 Season. I would also like to thank the Ovation and John Labatt Centre staff at for their enduring dedication and efforts throughout the year; both of which contribute to the continued success and exceptional reputation of the John Labatt Centre.

During the 2010-2011 Season, we made the decision to embrace a new approach to advertising and service. Our marketing department launched a massive social media campaign and over the course of the past year we have celebrated numerous online successes. At 13,000 friends, our Facebook page has more followers than any other venue in Canada. Our YouTube channel as of July 1st had over 1 million video views and our Twitter account has over 3700 followers. Through the power of social media, we have achieved the ability to connect with 16,700 people in seconds, free of cost.

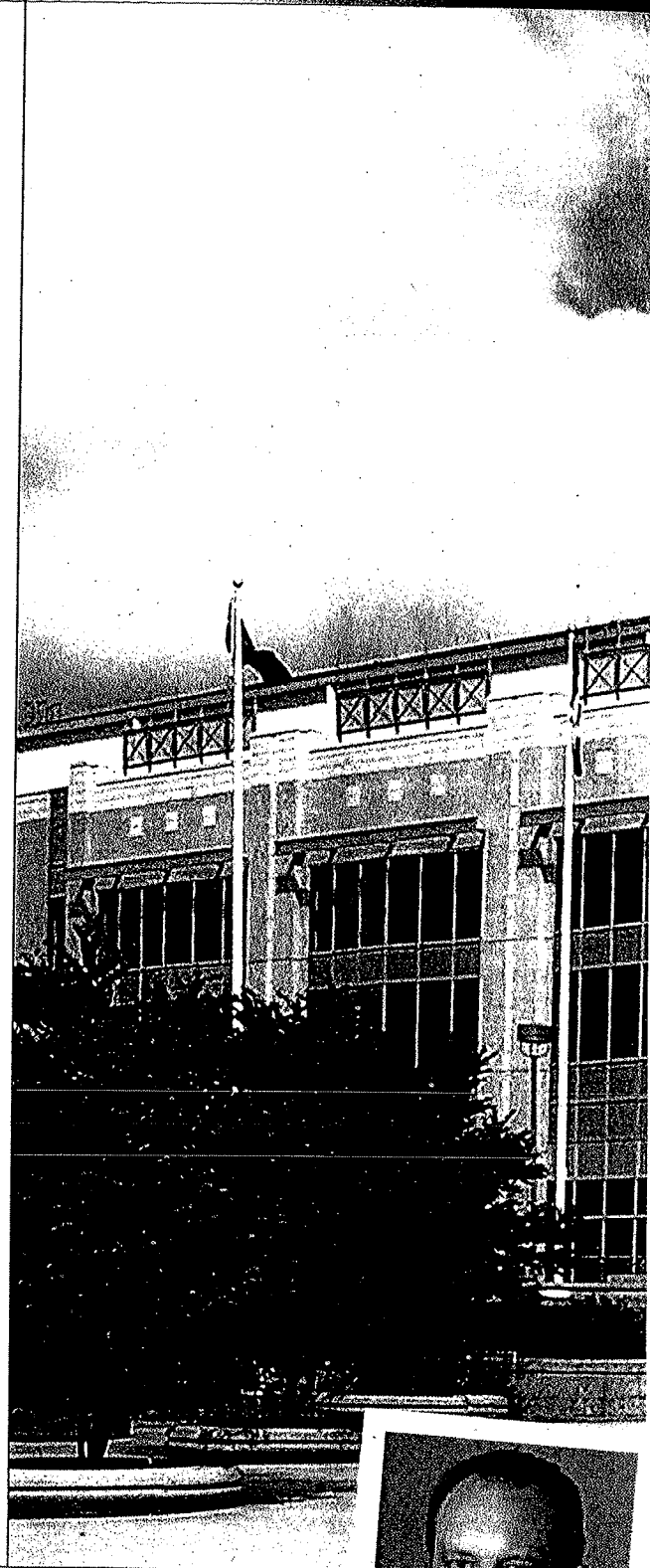
As a result of these connections, our fans and customers are being serviced in a way that is incomparable to years past. 24 hours a day, 7 days a week, our people are responding to questions, concerns and praise on our social media sites. It is truly a new generation of customer service.

The 2010-2011 Season was highlighted by a number of special events. Partnering the City of London and Tourism London with Pure Michigan and Detroit Tourism we executed "London Celebrates Detroit," a large grassroots promotion that coincided with Bob Seger and Kid Rock playing at the John Labatt Centre in the same week and a Motown Block Party. The promotion also included the announcement of the upcoming NHL Preseason game between the Philadelphia Flyers and Detroit Red Wings that will be hosted here in September 2011. As a result of the event, the John Labatt Centre received international press and coverage. Featured in newspapers coast to coast across the United States, Global Spectrum Facility Management and the City of London were praised for paying homage to our neighbours in Detroit.

Local hero Justin Bieber made his homecoming at the John Labatt Centre, fulfilling the numerous requests we received for his performance. For the first time ever, we hosted Professional Bull Riders and the Royal Winnipeg Ballet, both of which showcase the extreme versatility of this venue and are looking forward to returning next Season. Country fans saw performances by Brad Paisley, Johnny Reid and a sold-out Tim McGraw.

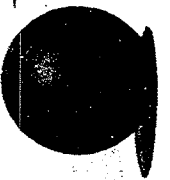
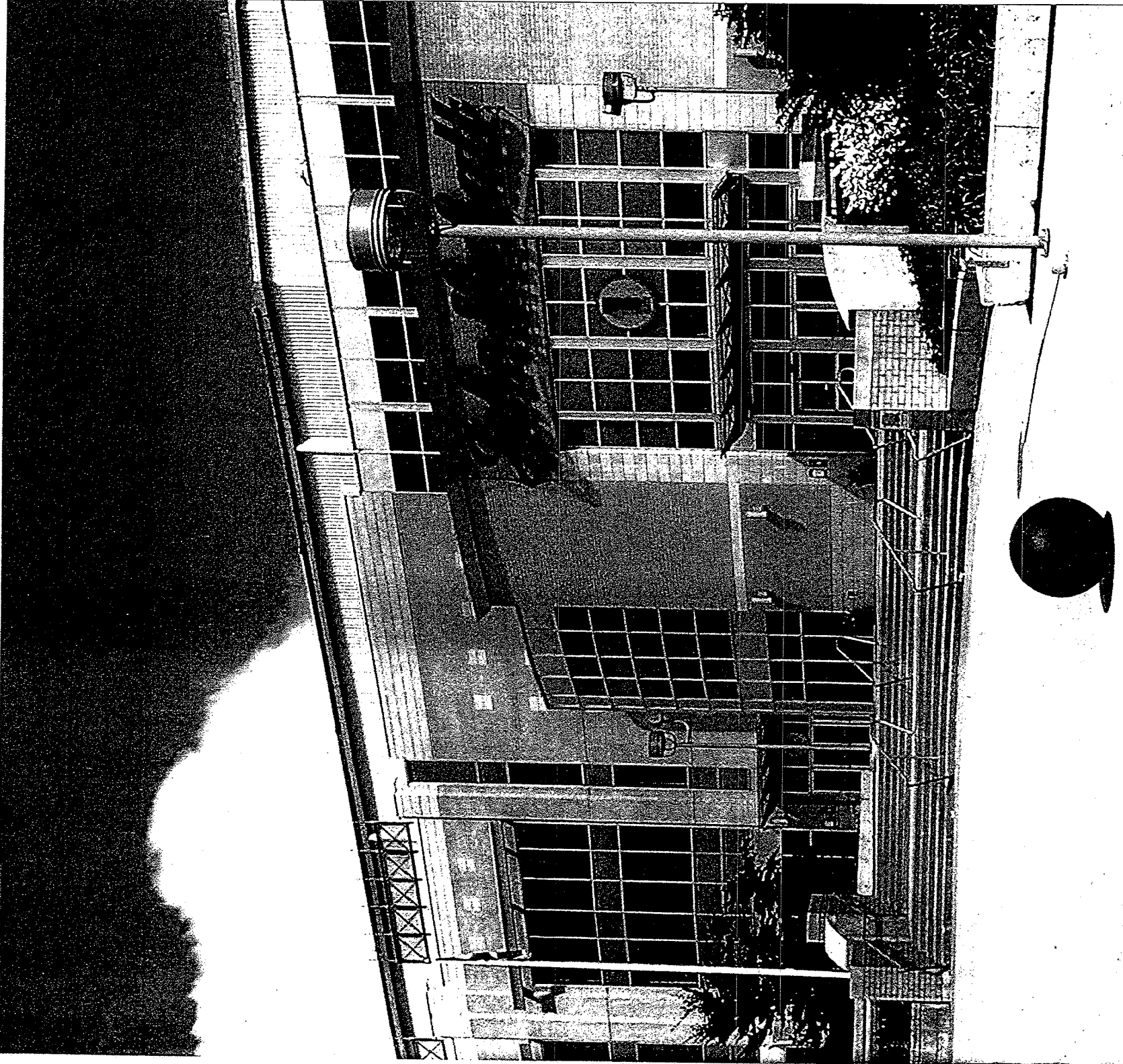
Global Spectrum Facility Management was also delighted to host its "hometown" Philadelphia Flyers in sold out preseason action versus the Toronto Maple Leafs. Hockey fans were also treated to the NHL Rookie tournament which brought NHL Rookie teams from Pittsburgh, Ottawa, Toronto and Chicago to London to compete in a 6 game tournament.

As Global Spectrum Facility Management staff at the John Labatt Centre begin the 2011-2012 season, we are excited to announce several new events and continue to connect with and entertain Londoners and the rest of Southwestern Ontario. As our fans convert to "Friends", and support transforms to "Likes", we look forward to another great year, both online and off.



"Over the past year, we have formed an online bond with our customers. Our consumers have become our online marketers."

Brian Ohl
General Manager





London
CANADA

Office of the Mayor

Dear Friends:

As Mayor and on behalf of all Londoners, I am pleased to offer congratulations to everyone involved in the John Labatt Centre on another outstanding and record setting year. I could just say "you rock" and although a true statement, it wouldn't adequately convey the benefit and impact the JLC has had on London's economy and the changing landscape of downtown.

The John Labatt Centre continues to bring millions of dollars to London's economy each year and hundreds of thousands of visitors to our city. Whether they arrive for concerts or sporting events the result is always the same - a satisfied customer. The Global Spectrum Facility Management team and staff at the John Labatt Centre are to be commended for their continuing dedication to delivering the best experience possible for everyone who walks through the doors. Excellent customer service, innovative marketing and progressive facility initiatives are keeping the John Labatt Centre fresh and hitting targets.

The John Labatt Centre has become a city landmark and it is a solid anchor for the continued development and innovation coming to the heart of our city. The "London Celebrates Detroit" promotion put people in the streets and London on the lips of national and international media. The partnership between Global Spectrum Facility Management and the City of London is a good one and it must continue as London moves its profile and economy in the right direction.

Annual reports are often about the numbers and not about the people that really make the difference and bring a business to life. The Global Spectrum Management Facility Team and staff have proven time and again that the John Labatt Centre experience is first and foremost about the live audience; about how they're doin'.

The John Labatt Centre must be doing it right!

"The numbers just seem to follow, whether it's a count on the "sold out shows", a top level placement on a Billboard chart, or being ranked No. 1 in Canada"

Honourable Joe Fontana
Mayor



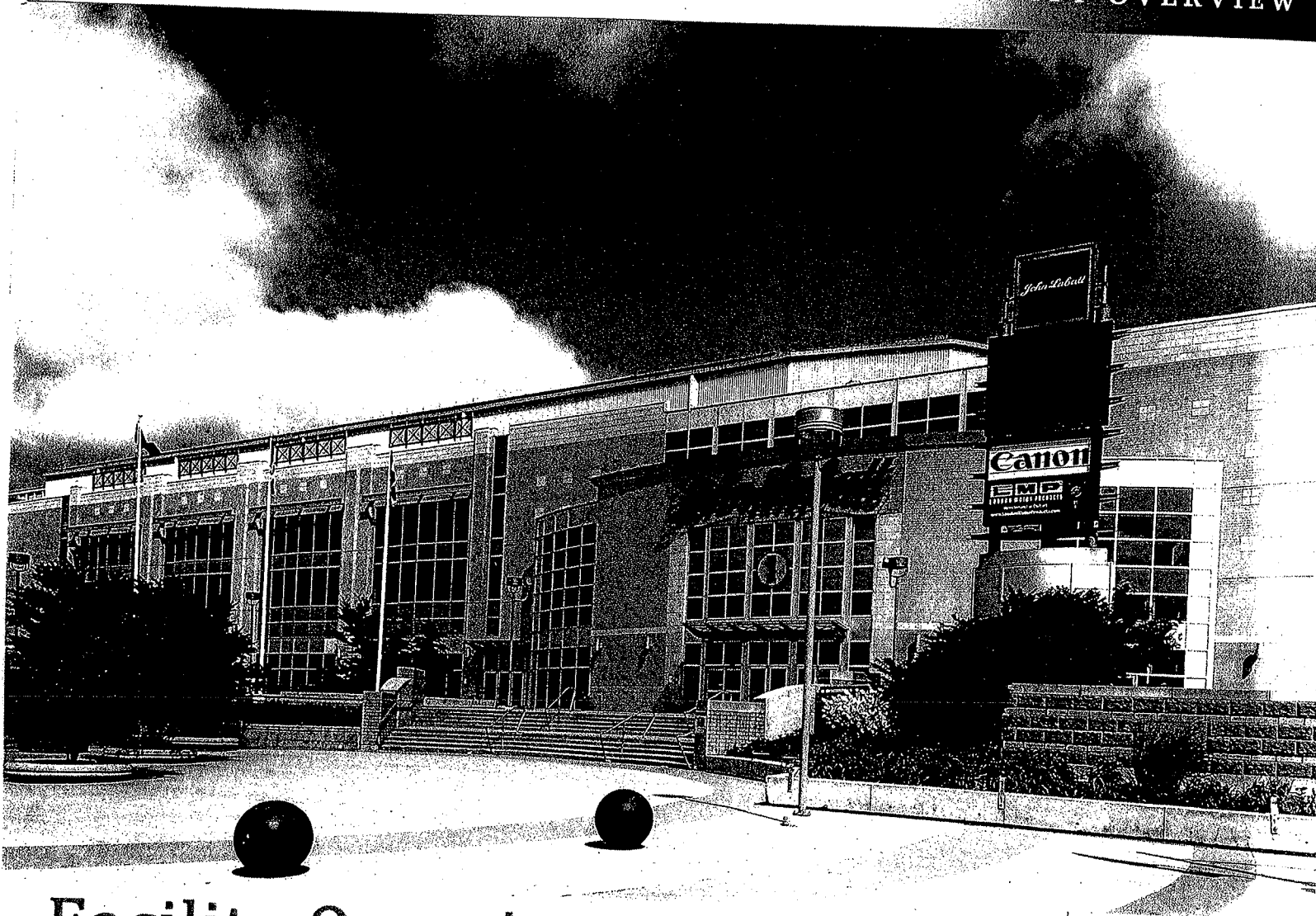


To Our Friends at Global Spectrum Facility Management:

It was another great year at the John Labatt Centre, I continue to be impressed by the high level of professionalism and dedication shown by Brian Ohl and his entire staff. The Centre consistently brings in unique and world class events and attendance continues to exceed expectations. A tourism partnership with Detroit Tourism and Pure Michigan, led to London Celebrates Detroit week, with Kid Rock and Bob Seger performing in our City. The Centre has also become the leading venue in Canada in social media . Congratulations on another great year!

Sincerely,

Mike Turner
Deputy City Treasurer



Facility Overview

The John Labatt Centre is the premiere entertainment and sports facility for London and Southwestern Ontario. The facility, considered one of the key catalysts in the redevelopment of London's downtown core, hosts numerous shows each year spanning all genres from rock to country, hockey to family shows.

The facility seats 9,090 for hockey and ice events and up to 10,500 for concerts, family shows and other events. The facility has 1,100 premium club seats, 38 private luxury suites and five Group Sales Suites.

The John Labatt Centre incorporates modern and traditional architecture, combining a replica of the facade of the old Talbot Inn, a 19th century inn which stood on the spot of the current facility, along with state-of-the-art architecture for the best of both worlds.

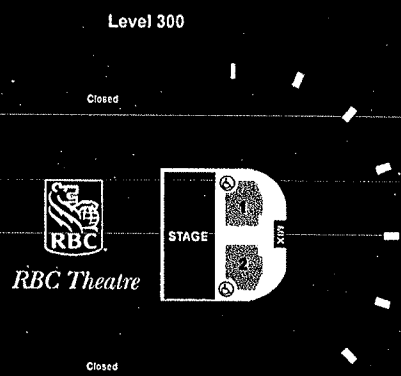
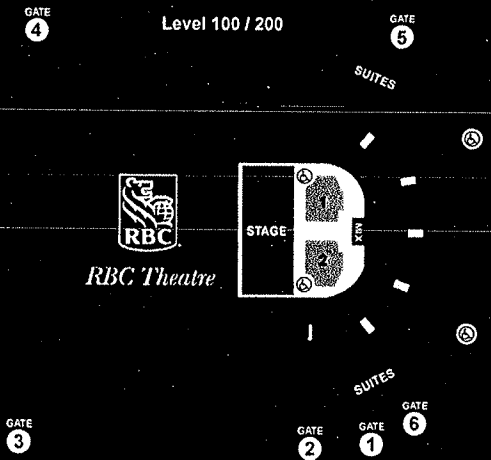
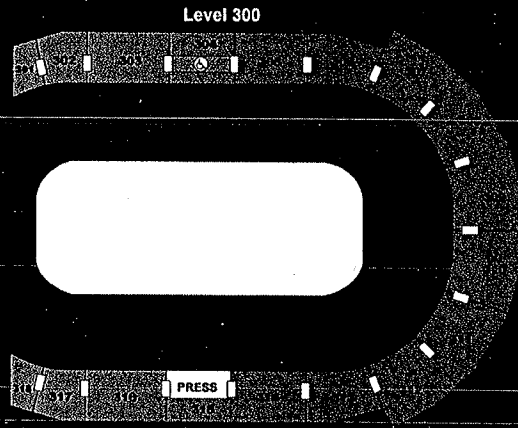
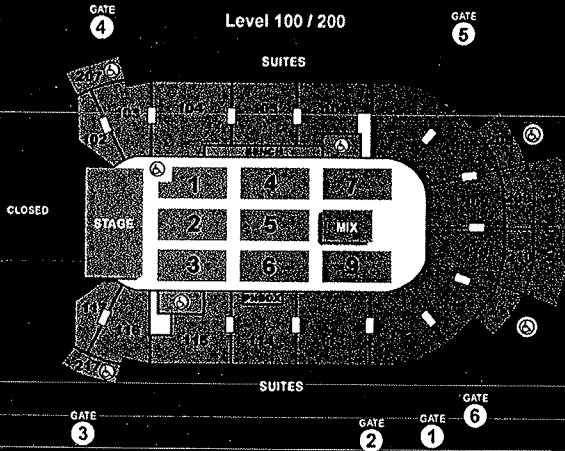
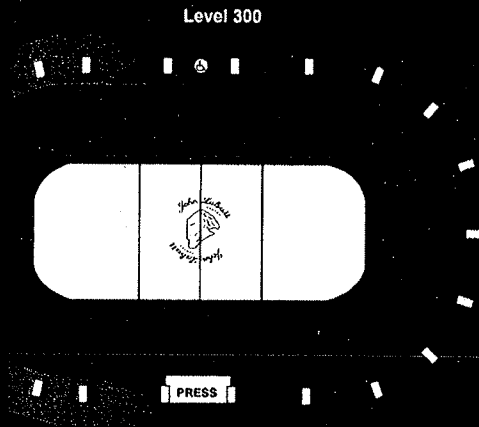
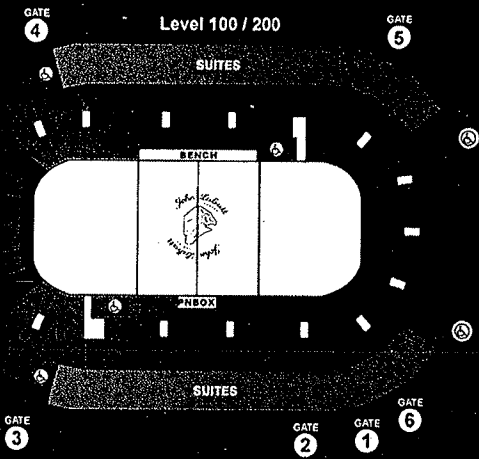
In addition to having the ability to accommodate both End and Centre-Stage concerts and shows, the facility

was also designed with the arts patron in mind, thanks to the 3,199-seat RBC Theatre, which was designed to accommodate touring Broadway shows and smaller concerts. The RBC Theatre is also complete with a 30-line fly grid which allows for ease in movement for stage productions, setting the theatre apart from other venues.



The John Labatt Centre is also home to the Ontario Hockey League's London Knights, the 2005 Memorial Cup National Hockey Champions and primary tenant in the facility.

Seating Maps



Our People

Our people are what make us great. This is certainly true of the staff of Global Spectrum Facility Management at the John Labatt Centre. Global Spectrum Facility Management has continued to exceed expectations and our people are the reason why.

Whether it was cleaning up the block with our colleagues, participating in our annual Christmas toy drive, or simply smiling with a "How You Doin'?" to our loyal customers, our management and staff are proud to give back to the community and know what the facility means to the people of London and Southwestern Ontario.

The Global Spectrum Facility Management staff has also contributed to the community of London through various charity and environmental initiatives, becoming valuable members of the community and not just the staff of an entertainment and sports facility. These efforts by our dedicated staff only underline the success that we are proud to enjoy.

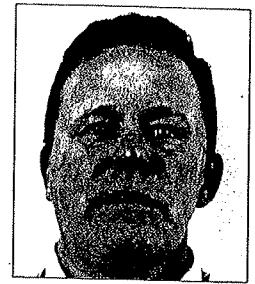
This success is a result of the dedication and pride that the entire Global Spectrum Facility Management staff have for the John Labatt Centre.



Kelly Austin
Marketing
Coordinator



Jim Baroudi
Audio/Visual IT



Paul Brock
Director of
Corporate Sales



Chris Campbell
Director of
Marketing



Caroline Crymble
Event Services
Manager



Cathy Dudzic
Receptionist



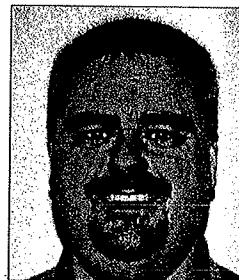
Natasha Fritzley
Marketing
Coordinator



Mark Hannam
Corporate Sales
Manager



Julie Howe
Box Office
Supervisor



Brent McNamee
Sr. Box Office
Manager



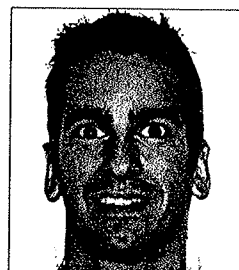
Brian Ohl
General Manager



Shanna Pinnell
Premium Seating
Coordinator



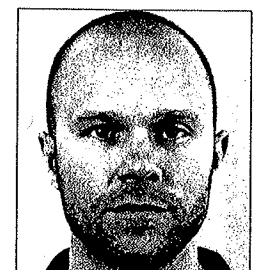
Judy Sullivan
Executive
Assistant



Jeff Theriault
Operations
Manager



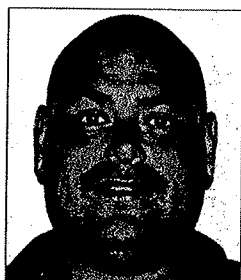
Lauren Thompson
Sr. Event Manager



Rich Trella
Assistant GM



Brian Brown
Box Office
Manager



Bob Burry
Assistant
Operations Manager



Stephanie Ehgoetz
Event Manager



Chrystal Ferguson
Premium Seating
Manager



Deborah Kime
Sr. Director of
Group Sales



Karl Loeb
Business Manager



Wendell Reis
Event Services
Manager



Anita Schipper
Group Sales
Assistant



Gary Turrell
Director of
Operations



Allison Van Horn
Director of
Finance



The "How YOU Doin'?" program is one of the key standards that the staff of Global Spectrum Facility Management prides itself in following at the John Labatt Centre.

This philosophy is more than a greeting; it is a benchmark for measuring the satisfaction of our guests during each event at the John Labatt Centre. Every one of our staff members, from concession staff to security, make sure that our guests are greeted at every turn with a welcoming smile and ask the question "How YOU Doin'?"

The success of this program is magnified with the adoption of its standards by our partners, the London Knights, Ovations Food Services, Bee Clean and I.A.T.S.E.

The philosophy is simple yet effective. It is based on 10 common-sense practices which are easy to follow and show strong returns.

Customer First!

Use all resources available to serve internal and external customer interactions

Golden Rule

Treat co-workers and customers with complete respect, fairness and courtesy

Listen

Ask open-ended questions, be attentive and clarify understanding to improve accuracy of responses

Think "YES"

Consistently demonstrate a can-do approach in thoughts and actions

Be Professional

Represent Global Spectrum Facility Management in an ethical and positive manner with all interactions

Positive Attitude

Solve problems creatively by making decisions that positively impact the entire organization

24-Hour Rule

Act with an appropriate sense of urgency when responding to any and all requests

Everybody Sells

Suggest and implement new ways to drive and improve our business

Enthusiasm

Work with a passion towards achieving individual, team and organizational growth and success and encourage others to do the same.

Do It Now!

Deliver on the things you have committed to doing and/or are accountable for producing.

Global Spectrum Partnerships

To ensure the success of the John Labatt Centre, Global Spectrum Facility Management utilizes several partnerships which support and assist staff to maximize the care, control and safe and efficient operation of the facility. These partnerships are made up of both long-term and short-term commitments which are governed by collective agreements or service agreements.



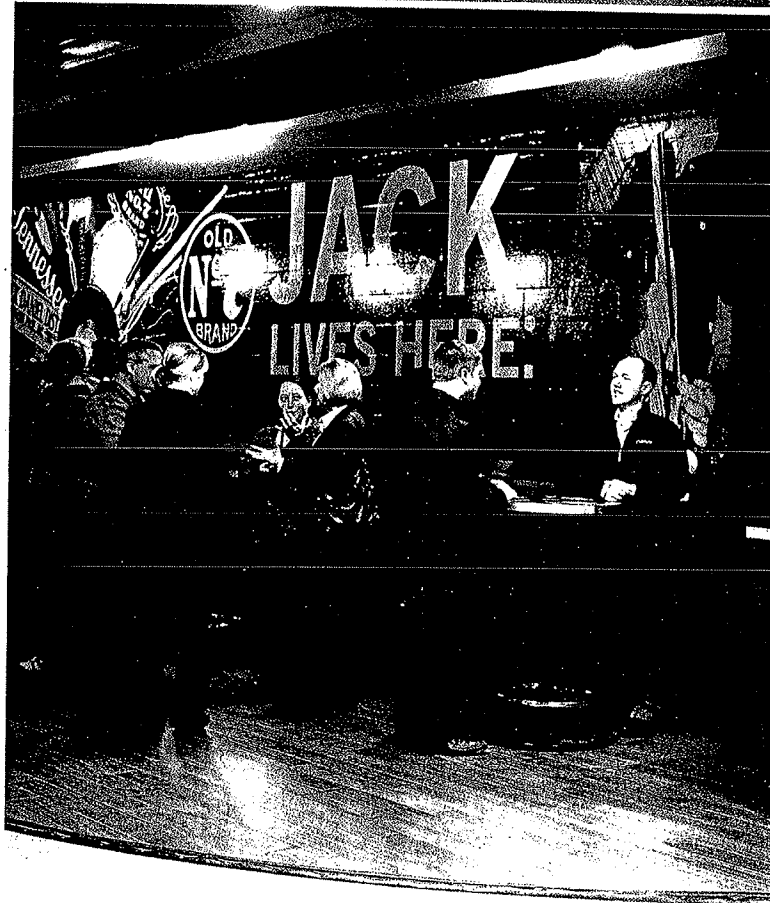
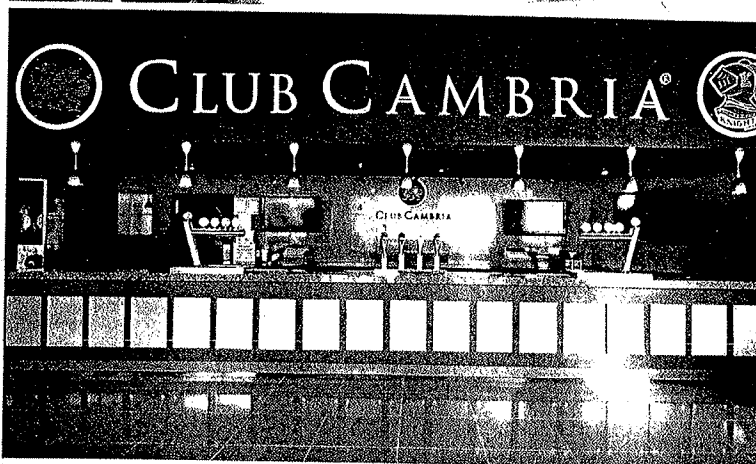
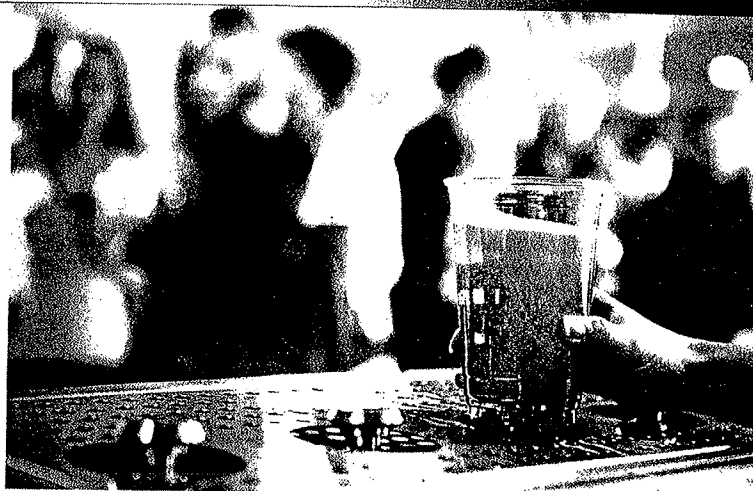
In keeping with their adage "Performances not Promises," Ovations Food Services continues to deliver quality service to the thousands of annual patrons visiting the John Labatt Centre. Ovations is committed to providing an enjoyable dining experience for all involved in the many areas of service, from the guests attending that event, to the crew running the operation, to the performers and athletes providing the entertainment.

Ovations has several initiatives that we are dedicated to achieving which include:

Quality Products and Services - there are always new trends and requests from our clientele, so it's important that we stay focused on providing new and exciting options each year. Staying fresh with our products and way of thinking is key to success.

Maximize the Customer Experience - we strive to ensure that each and every guest leaves with a great experience. We aim to provide innovative and creative options, incredible service that goes above and beyond expectations and making sure that we listen to the needs of our guests to adjust where necessary.

Foster a Positive Work Environment - we have begun phases of enhancing the work environment to maximize our look, while maximizing our potential to provide more efficient service to our guests. Examples of this would be the renovation of the Freedom 55 Club Concourse, and the implementation of the Canada's first "Bottoms Up beer dispenser", both in an effort to increase points of sale.



Partnerships cont.

Giving back to the community that Supports us - Ovarations at the John Labatt Centre has been providing opportunities for Not For Profit Organizations since Day 1. Our groups raised a total of over \$23, 000 in the last 12 months, which is very important to their needs during what have been tough economic times. We have made efforts to reach out to the community by contributing to the BOB FM Fill-A-Bus Event, as well as providing charitable donations to silent auctions of over \$1,000 in tickets, food and beverages throughout the course of the year.



Johnson Controls Incorporated provides an extensive Service Plan Agreement which is currently in the eighth year of a 25-year term. The agreement is founded on an extensive and comprehensive service plan which provides a full-time operator to the John Labatt Centre.

Johnson Controls Incorporated is charged with many tasks crucial to the day-to-day building operations, including a comprehensive operation and maintenance program for all Heating Ventilation and Air Conditioning (HVAC) equipment.



**I.A.T.S.E.
Local 105**

I.A.T.S.E Local 105 provides skilled labour necessary to undertake those functions associated with the arrival, performance and departure of concerts, speaking engagements and/or theatrical productions.

Such skilled labour includes the movement and set up of lighting, sound equipment, set up of props, sets, wardrobe, and rigging of all show-related material/equipment. Labour force requirements are governed by the size and/or specifications associated with the event.

The cost of this service is dependent on the staffing requirements for each event and the number of hours employed. Global Spectrum Facility Management is extremely pleased with the relationship, effort and quality of work provided by I.A.T.S.E



Janitorial Services throughout the John Labatt Centre are provided by Bee Clean Janitorial Services.

Bee Clean provides four major components which comprise the cleaning requirements for the facility.

Non-Event Cleaning is comprised of two full-time weekday cleaners who address the day-to-day and preparatory cleaning requirements of the venue.

Event Cleaning involves an event cleaning crew which, number dependent on the size, type and demographic of the event, addresses all ongoing cleaning requirements during an event to ensure a clean and safe-event environment.

Post-Event Cleaning involves a crew which, number dependent on the size, type and demographic of the event, cleans the venue in its entirety upon the completion of an event.

The final component is Periodic Cleaning which, number dependent on tasks at hand, will clean specific item(s) in need of attention due to ongoing use and/or as a result of an event (i.e cup holders in premium seating; bowl seats after a dirt event).



Innovative Security Management (1998) Inc. provides licensed uniformed contracted security for the venue and its events. Security needs will vary depending on the nature of the event and may include a presence in the following positions; barricade, wings, dressing rooms/back of house, parking lot, moat, mix, roamer, gates for pat down, smoking areas, and/or other static positions in the venue.

Summary of Events (FY '10/11)

Celtic Woman
July 20th

Sting
July 21st

Stars Wars in Concert
July 25th

Canadian Carnage with Slayer and Megadeth
July 30th

Michael Bublé
August 9th



Justin Bieber
August 22nd

NHL Rookie Tournament
September 11th - 14th

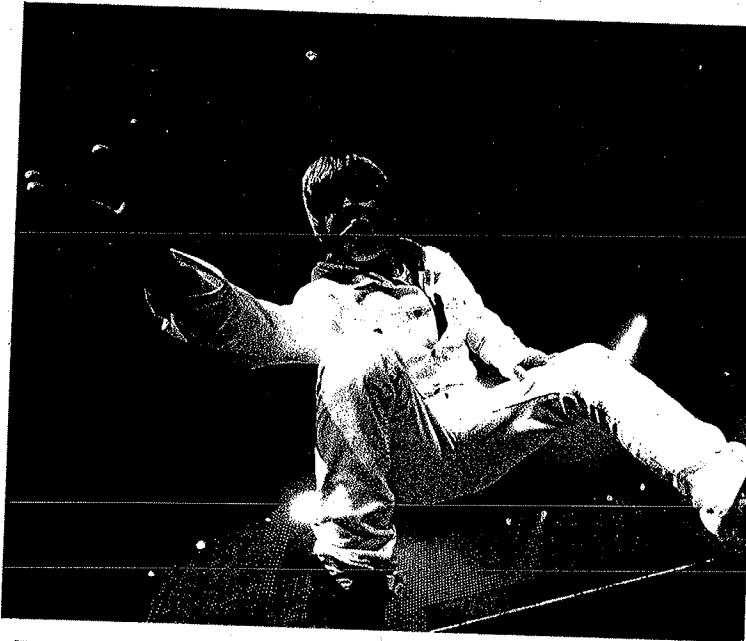
Yo Gabba Gabba Live!
September 18th

WRSO: World Rock Symphony Orchestra
September 22nd

NHL Pre-Season: Flyers vs. Leafs
September 23rd

Jason Mraz
October 4th

The Wiggles
October 26th



Broadway in London "Monty Python's Spamalot"
October 27th - 28th

Cesar Millan
November 2nd

2010 Subway Super Series
November 11th

Johnny Reid
November 14th

Great Big Sea
November 24th

Kenny Rogers
December 2nd

Jeff Dunham
December 11th



Winter Dreams on Ice
December 19th

Disney Live! Rockin' Road Show
January 9th

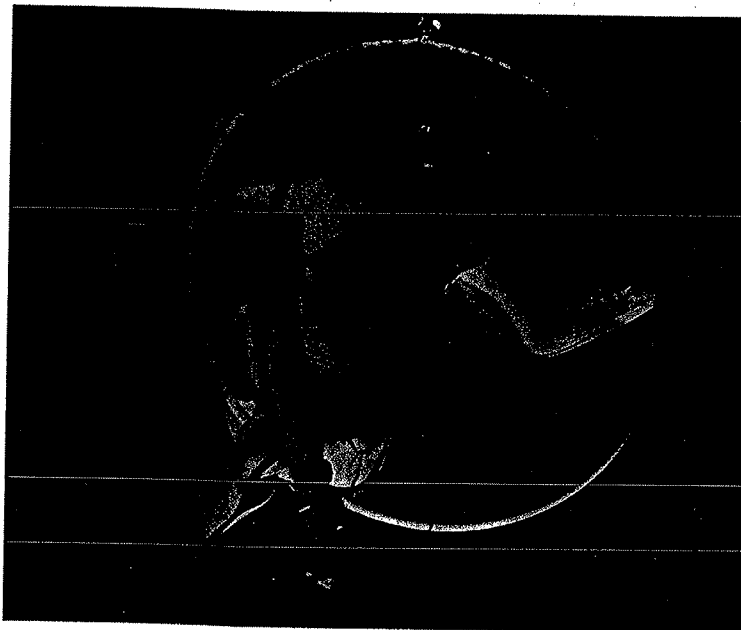
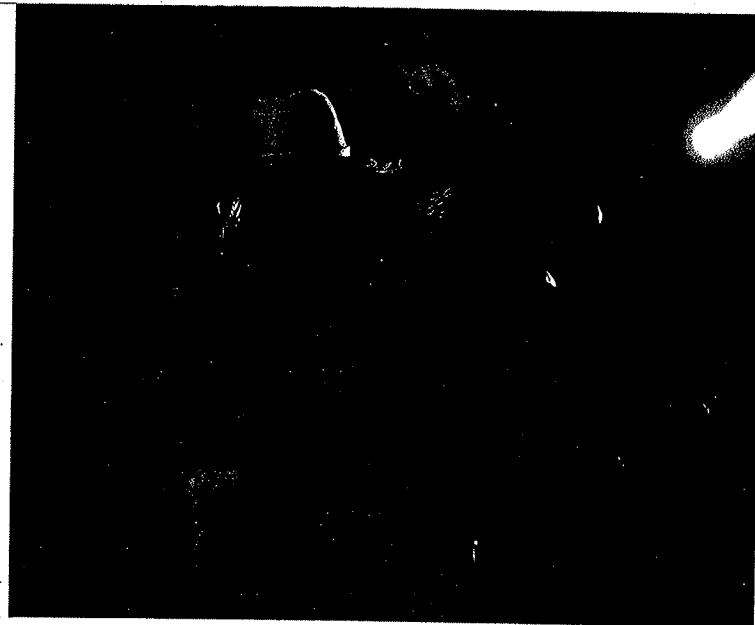
Broadway In London "Mamma Mia"
January 18th - 19th

Brad Paisley
January 27th

Disney on Ice: Mickey and Minnie's Magical Journey
February 3rd - 6th

Royal Winnipeg Ballet "Moulin Rouge"
February 16th

Monster Jam
February 19th-20th



2011 Tim Hortons Brier
March 5th - 13th

Oldtimers Hockey Challenge
March 28th

Professional Bull Riders
April 2nd

Harlem Globetrotters
April 10th

Jackson Browne
April 18th

Stars on Ice
May 1st

Jeff Foxworthy/Bill Engvall/Larry the Cable Guy
May 7th

Burton Cummings
May 14th

MMA Live 1
May 19th

Bob Seger and the Silver Bullet Band
May 24th

Kid Rock
May 28th

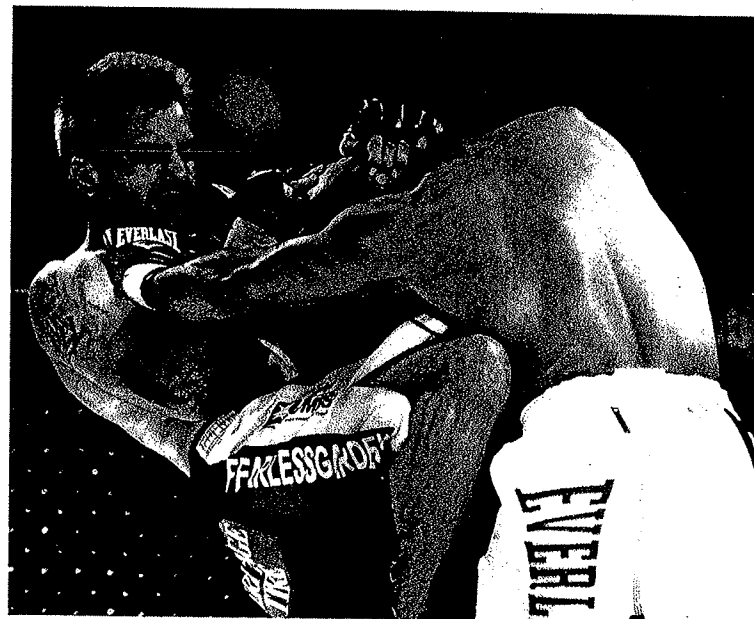
Cirque du Soleil: Quidam
June 2nd - 5th

Supertramp
June 11th

TNA Wrestling
June 16th

Sarah McLachlan
June 20th

Tim McGraw
June 26th



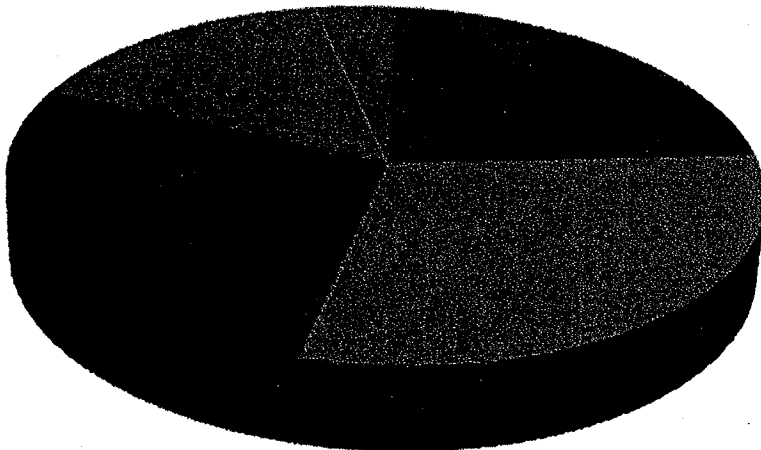
Financial Performance

Year Ending June 30, 2011

	Actual	Budget	Variance
Events	135	141	-6
Paid Attendance	604,857	597,540	7317
Total Event Income	2,704,805	2,820,150	-115,345
Other Income	2,976,096	2,982,418	-6322
Total Income	5,680,901	5,802,568	-121,667
Indirect Expenses	5,387,040	5,620,031	232,991
Net Income	293,861	182,537	111,324

Market Segment Results

The John Labatt Centre hosted a total of 135 events in the 2010-2011 fiscal year. Events not represented in the total number of events include ice rentals and charitable, community and press events.



- Performing Arts shows comprised 9% of results with 12 appearances.
- 19 Family shows were held at the venue during the fiscal year, or 14%. Family shows usually occupy the facility for multiple days with anywhere from 1-8 shows during that time period. Multiple performances on the same day are considered separate events.
- The London Knights appeared in 40 home games accounting for 30% of events.
- 36 Miscellaneous Sporting Events accounted for 27.5% of events reported in the last fiscal year. This includes the NHL Rookie Tournament, 2011 Tim Hortons Brier, and NHL Preseason Hockey.
- There were 21 concerts held at the venue, or 15.7%.
- Other events accounting for 3.8% of the total events at the John Labatt Centre included the Thames Valley District School Board "Variety Is" Concert and Star Wars in Concert.

Pollstar Ranking

Pollstar Magazine's 2010 Year End Ranking of the Top 100 Worldwide Arena Venues based on Gross Ticket sales ranked the John Labatt Centre at #66. This ranking is comprised of gross ticket sales and is based on all arenas worldwide. Please note gross sales do not include Sporting Events such as the London Knights.

2010 Year End **TICKET SALES**

TOP 100 Worldwide **ARENA** Venues

1	The O2 - London	London, UNITED KINGDOM	1,737,654	51	Quicken Loans Arena	Cleveland, OH	238,520
2	Madison Square Garden Arena	New York, NY	1,152,792	52	Scotiabank Place	Ottawa, CANADA	233,725
3	Manchester Evening News Arena	Manchester, UNITED KINGDOM	1,077,620	53	The NIA	Birmingham, UNITED KINGDOM	229,977
4	Palais Omnisports de Paris-Bercy	Paris, FRANCE	680,222	54	Mediolanum Forum	Assago, ITALY	228,596
5	The O2 - Dublin	Dublin, IRELAND	656,174	55	Coliseo de Puerto Rico	San Juan, PR	222,168
6	Rod Laver Arena	Melbourne, AUSTRALIA	655,785	56	Olympiahalle	Munich, GERMANY	216,064
7	Staples Center	Los Angeles, CA	650,553	57	Target Center	Minneapolis, MN	215,609
8	O2 World Hamburg	Hamburg, GERMANY	555,105	58	Rogers Arena	Vancouver, CANADA	214,866
9	Air Canada Centre	Toronto, CANADA	541,165	59	Verizon Arena	North Little Rock, AR	207,615
10	Bell Centre	Montreal, CANADA	537,157	60	MTS Centre	Winnipeg, CANADA	196,931
11	American Airlines Center	Dallas, TX	518,646	61	Wells Fargo Arena	Des Moines, IA	191,235
12	Phillips Arena	Atlanta, GA	508,267	62	Palau Sant Jordi	Barcelona, SPAIN	190,815
13	Sprint Center	Kansas City, MO	482,842	63	Xcel Energy Center	Saint Paul, MN	189,155
14	Metro Radio Arena	Newcastle upon Tyne, UNITED KINGDOM	479,707	64	Horndern Pavilion	Moss Park, AUSTRALIA	184,071
15	Acer Arena	Sydney, AUSTRALIA	454,344	65	Qwest Center	Omaha, NE	179,027
16	O2 World	Berlin, GERMANY	453,600	66	John Labatt Centre	London, CANADA	171,798
17	Bridgestone Arena	Nashville, TN	447,099	67	Landesbankarena	Colonne, GERMANY	171,500
18	LG Arena	Birmingham, UNITED KINGDOM	433,386	68	Pepsi Center	Denver, CO	167,779
19	Wells Fargo Center	Philadelphia, PA	412,594	69	ARCO Arena	Sacramento, CA	166,257
20	The Palace Of Auburn Hills	Auburn Hills, MI	398,694	70	Nassau Veterans Mem. Coliseum	Uniondale, NY	164,411
21	Oracle Arena	Oakland, CA	374,640	71	S.E.C.C.	Glasgow, UNITED KINGDOM	163,112
22	Wembley Arena	London, UNITED KINGDOM	362,345	72	AT&T Center	San Antonio, TX	162,032
23	BOK Center	Tulsa, OK	360,871	73	Consol Energy Center	Pittsburgh, PA	161,878
24	Prudential Center	Newark, NJ	358,984	74	United Center	Chicago, IL	160,456
25	Arena Monterrey	Monterrey, MEXICO	355,043	75	Van Andel Arena	Grand Rapids, MI	160,246
26	Brisbane Entertainment Centre	Boondall, AUSTRALIA	345,190	76	Scottrade Center	St. Louis, MO	157,734
27	St. Pete Times Forum	Tampa, FL	341,733	77	Credit Union Centre	Saskatoon, CANADA	156,021
28	Honda Center	Anaheim, CA	336,590	78	Boardwalk Hall	Atlantic City, NJ	155,773
29	Palacio De Los Deportes	Mexico City, MEXICO	324,854	79	Movistar Arena	Santiago, CHILE	152,199
30	Mohegan Sun Arena	Uncasville, CT	323,122	80	Jobing.com Arena	Glendale, AZ	150,661
31	Rexall Place	Edmonton, CANADA	322,114	81	Forest National	Brussels, BELGIUM	149,861
32	American Airlines Arena	Miami, FL	317,408	82	New Orleans Arena	New Orleans, LA	147,680
33	Toyota Center	Houston, TX	311,496	83	Save Mart Center	Fresno, CA	147,353
34	BankAtlantic Center	Sunrise, FL	306,984	84	BJCC Arena	Birmingham, AL	147,100
35	Sportpaleis Antwerpen	Merksem, BELGIUM	301,947	85	Cotai Arena At The Venetian	Macau, CHINA	144,257
36	Ericsson Globe	Stockholm, SWEDEN	300,558	86	Spokane Arena	Spokane, WA	139,831
37	Odyssey Arena	Belfast, UNITED KINGDOM	294,697	87	1stBank Center	Broomfield, CO	138,497
38	Sydney Entertainment Centre	Darling Harbour, AUSTRALIA	290,665	88	Jacksonville Veterans Mem. Arena	Jacksonville, FL	137,820
39	Allstate Arena	Rosemont, IL	280,834	89	Freedom Hall	Louisville, KY	137,257
40	SAP Arena	Mannheim, GERMANY	278,777	90	FedExForum	Memphis, TN	135,486
41	Vector Arena	Auckland, NEW ZEALAND	264,248	91	HSBC Arena	Buffalo, NY	134,211
42	HP Pavilion	San Jose, CA	259,081	92	Amway Arena	Orlando, FL	133,002
43	Valley View Casino Center	San Diego, CA	256,021	93	O2 Arena	Prague, CZECH REPUBLIC	131,933
44	Verizon Center	Washington, DC	251,799	94	Arena Zagreb	Zagreb, CROATIA	128,421
45	Izod Center	East Rutherford, NJ	251,497	95	US Airways Center	Phoenix, AZ	125,438
46	Intrust Bank Arena	Wichita, KS	251,319	96	Oklahoma City Arena	Oklahoma City, OK	124,776
47	TD Garden	Boston, MA	247,459	97	1st Mariner Arena	Baltimore, MD	120,209
48	Rose Garden Arena	Portland, OR	241,853	98	Motorpoint Arena	Sheffield, UNITED KINGDOM	118,744
49	KeyArena at Seattle Center	Seattle, WA	240,585	99	Huntington Center	Toledo, OH	118,364
50	Scotiabank Saddledome	Calgary, CANADA	238,712	100	CenturyTel Center	Bossier City, LA	117,963

CAPACITIES
10,001 TO 15,000

TOP 10 VENUES

RANKED BY GROSS
ADMITTED FROM 2009/2010
REPORTING PERIOD 2010 ISSUE
THROUGH NOV 20, 2010 ISSUE

	TOTAL GROSS	FACILITY, City Venue Capacity	Total Attendance	Total Capacity	No. of Shows	No. of Sellouts
1	\$39,638,562	BRISBANE ENTERTAINMENT CENTRE, BRISBANE 13,500	390,983	464,860	57	4
2	\$34,742,604	O2 DUBLIN 14,000	404,252	429,147	43	30
3	\$21,010,788	SYDNEY ENTERTAINMENT CENTRE, SYDNEY 12,500	233,002	254,049	35	4
4	\$18,037,642	MEDIOLANUM FORUM, MILAN 12,000	310,005	333,078	38	16
5	\$16,542,183	LG ARENA, BIRMINGHAM, U.K. 12,500	242,391	255,748	23	7
6	\$15,084,310	ATLANTIC CITY BOARDWALK HALL, ATLANTIC CITY, N.J. 13,800	252,577	333,203	35	7
7	\$14,081,709	1ST MARINER ARENA, BALTIMORE 14,000	369,932	692,486	75	9
8	\$12,609,847	SPOKANE ARENA, SPOKANE, WASH. 10,500	263,350	354,225	67	4
9	\$12,492,465	JOHN LABATT CENTRE, LONDON, ONTARIO 10,500	174,915	215,794	25	11
10	\$11,766,350	11,000				

Billboard Magazine Ranking

2010 was another banner year at the John Labatt Centre. The venue was ranked by Billboard Magazine as Canada's 2010 top-grossing facility for venues between 10,001 and 15,000 seats.

In addition to ranking #1 in Canada, the John Labatt Centre also received the fourth highest-ranking in North America and was labeled the ninth highest grossing venue worldwide for venues its size in Billboard Magazine.

We are extremely proud of our ranking and grateful to the patrons of the John Labatt Centre for their continual support of the venue and the artists, performers and athletes that visit us.

John Labatt Centre staff continue to uphold a high standard of performance for the building and our Billboard ranking reflects the hard work of the Global Spectrum Facility Management team.

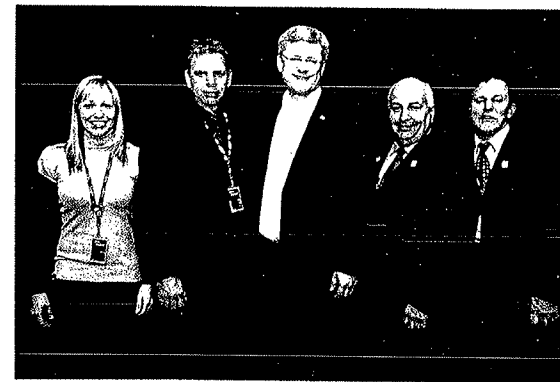
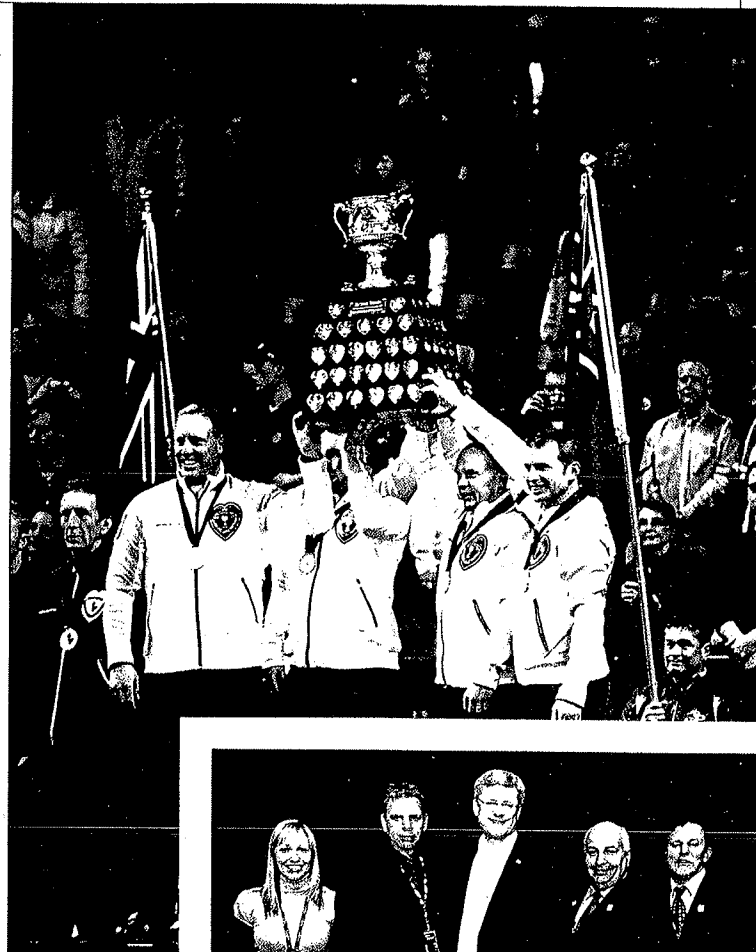
2011 Tim Hortons Brier

John Labatt Centre played host to the 2011 Tim Hortons Brier from March 5-13, 2011. This was only the second time in the past decade that the Canadian Men's Curling Championship has been hosted in Ontario. The 2011 Brier was touted as a great success, drawing 113, 626 spectators and generating a 20 million dollar impact on London's economy.

Brier organizer Peter Inch commended Global Spectrum staff at the John Labatt Centre for their efforts and commitment to the success of the event, sharing that one patron in attendance who had visited 22 Brier's called the 2011 tournament the "best one yet".

Throughout the week, Ovations staff kept Brier fans well fed and hydrated, selling 3,600 hotdogs, 9,000 slices of pizza, 11,000 bags of popcorn and 27,000 cups of beer.

Other venue highlights from the event included a visit from Canada's Prime Minister, Stephen Harper, during the Saturday, March 6th afternoon match and the venue acronym #jlc trending No. 5 in Canada on Twitter during Brier festivities.



“Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.”

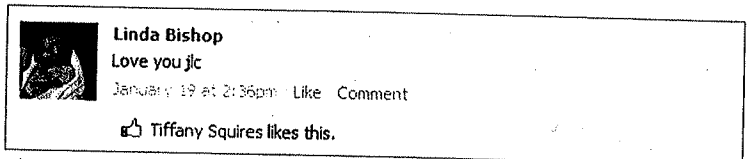
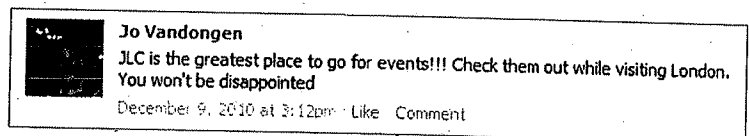
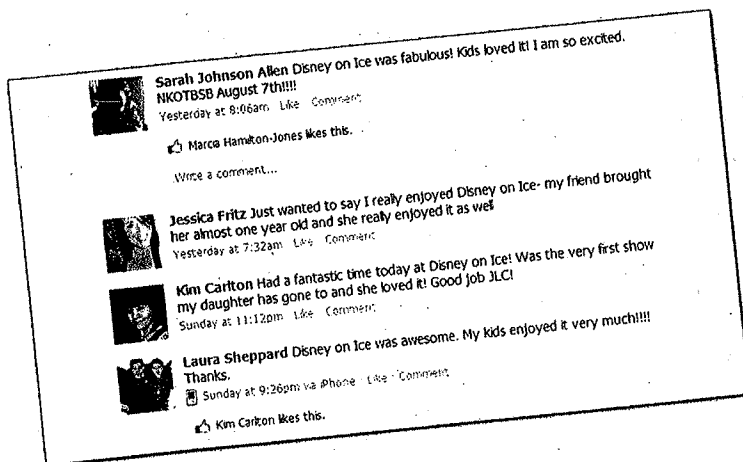
– Seth Godin, Seth’s Blog

Social Media Success

Social Media dominated the John Labatt Centre’s marketing agenda throughout the 2010/2011 season. By becoming easily accessible to fans and followers on Twitter and Facebook, John Labatt Centre staff was able to better serve customers. By readily replying to any and all Facebook and Twitter questions, giving tickets to events via online contesting, and actively engaging the public to determine what types of events our patrons want to see in the future.

Currently, the John Labatt Centre maintains the most successful venue Facebook page in Canada with more “Likes” than any other venue in the country. John Labatt Centre also dominates Twitter, with 3532 “Followers”, more than any other venue in the nation.

We look forward to encouraging further growth and communication on our social media fanpages. The more we learn about our customers, the better our ability to connect with them and meet their needs.



Susan Laker

The only place we travel out of town for family outings - 1 hr 25 min drive try to go as often as can with our kids. Thanks for having such a great choice to please our family from hubby and I to our children to our grand-children. Love JLC!

January 19 at 11:20am · Like · Comment

GLOBAL SPECTRUM FACILITY MANAGEMENT

The Global Spectrum Marketing Department at the John Labatt Centre is committed to being an industry leader in Social Media within our community, culture and company.



The John Labatt Centre **YouTube** Channel was set up in February 2009, within 6 months it had **167,000** video views. Today it has over 1,036,981 video views



The John Labatt Centre **Facebook Page** had 3000 fans in Januray 2010. Today it has over 13,000. Over 9500 unique profiles engage on the page in the average month.



The John Labatt Centre **Twitter Account @JLC** was started in February 2010. Today it has over **3800** followers including all major media. During the Tim Horton's **Brier #JLC** was trending **#5** in Canada, just below **#JustinBieber**



Kayla Josephine Stokes

I just moved to Ontario from Manitoba. I've never been to the John Labatt Centre before and and have heard so many great things about it. I would LOVE to be able to take my boyfriend with me to see one of the shows. Everyone i talk to about the facility have said awesome remarks about it!!!!



AndreaKBattista Andrea Battista

@themetrolondon NKOTBSB making @JLC their final stop of the tour. 4 hrs of pure awesome and the highlight of my summer in London!



Katelyn Hendry

JLC ROCKS!!!!!! that is all I have to say

January 20 at 11:52am · Like · Comment



Tara Morley

J-Just freakin awesome!
L-Love it for concerts, events and spending time with the family
C-Coollest place in Canada!

I have two boys who love Monster Jam and would love to see that. I am a big fan of Brad Paisley. My husband loves the concerts you offer. The JLC has something for everyone!!

January 20 at 11:20am · Like · Comment



TaleOfReality Angela by JLC

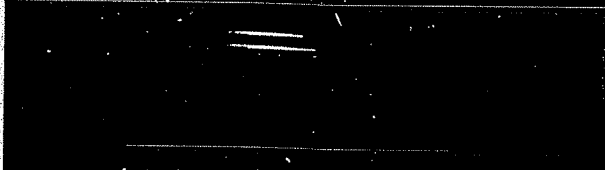
just won @Soundgarden tickets from @JLC WOOHOOO
Thanks JLC!!!!

JLC John Labatt Centre

Thanks! RT @BHRaymond: @JLC does some of the coolest stuff to give tix away. Props for the WWE contest this morning. Great idea.



Star Wars in Concert, July 25, 2010 at the John Labatt Centre



STAR WARS



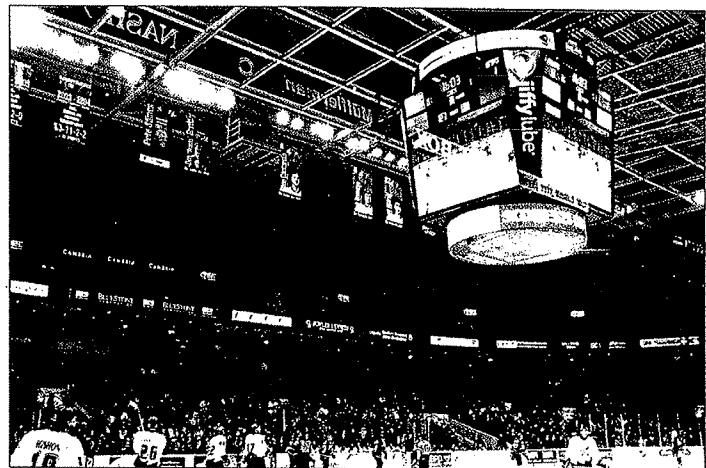


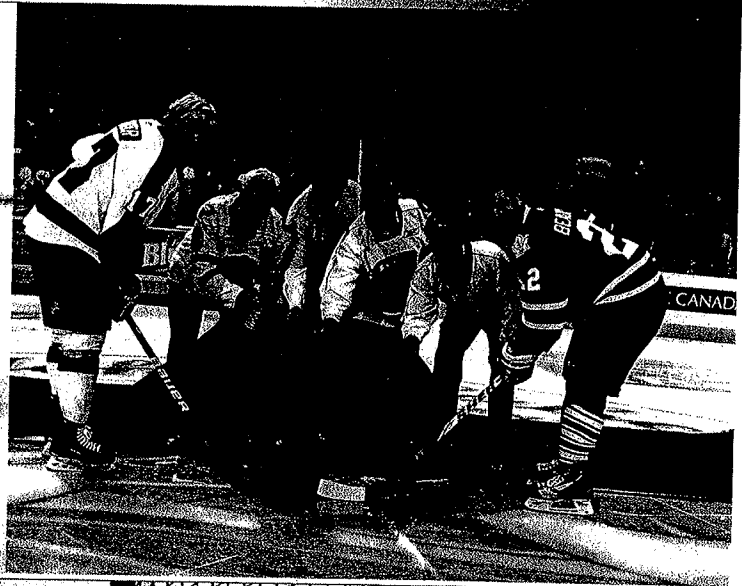
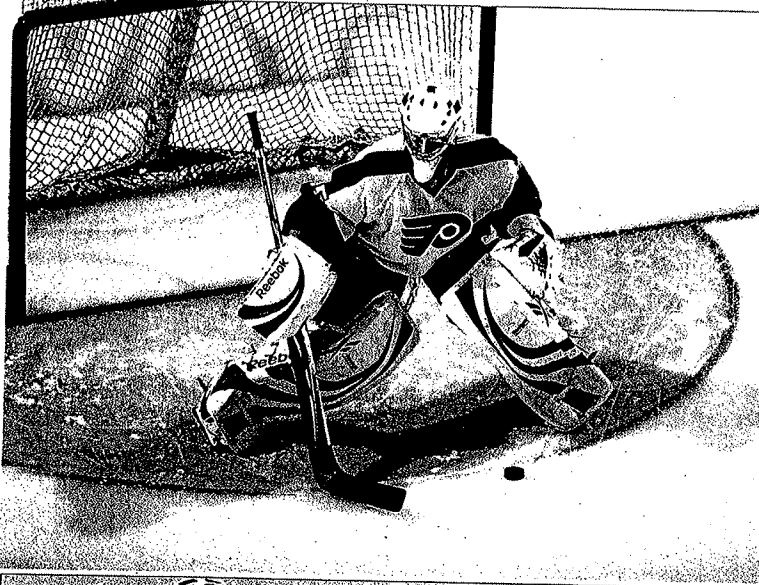
New Scoreboard

Prior to the 2010/2011 hockey season, the John Labatt Centre installed a new state-of-the-art scoreboard, created by OES Scoreboards. The new scoreboard replaced the system that had hung in the John Labatt Centre since its opening in 2002.

OES Scoreboards is also a London, Ontario based company that produces scoreboards for top NHL, NBA and NHL facilities including Global Spectrum's headquarters at the Wells Fargo Center in Philadelphia.

The new system is designed with custom white LEDs and 36 high-resolution video panels. It provides brighter colours, sharper images, more stimulating special effects, and enhanced game stats and sponsor messages.





NHL PRESEASON

Flyers vs. Maples Leafs

September 23, 2010

The Philadelphia Flyers returned to their home away from home, the John Labatt Centre, to faceoff against the Toronto Maple Leafs again during the 2010/2011 season. Darryl Sittler, formerly of the London Knights and Toronto Maple Leafs, was in London to drop the puck before a packed house.

Game day activities included a Block Party that featured live music, a multitude of interactive displays and an outdoor beer garden. United Way was the official charity of the game and beneficiary of several fundraising initiatives.

NHL ROOKIE

TOURNAMENT

September 11-14, 2010

The John Labatt Centre hosted its first ever NHL Rookie Tournament in 2010. The Toronto Maple Leafs, Ottawa Senators, Pittsburgh Penguins and Chicago Blackhawks named just over one hundred prospects collectively to rookie teams selected to participate in the 6 game tournament.

A total of 6 NHL first round draft picks and three players that appeared in the Final of the 2010 World Junior Championships all played for their respective teams in the tournament.



DOWNTOWN LONDON - MAY 24 - 28 LONDON CELEBRATES DETROIT

London Celebrates Detroit

During May 2011, the City of London and John Labatt Centre dedicated a week long celebration to the city of Detroit, Michigan.

The celebration kicked off with a performance by legendary Detroit rocker, Bob Seger, at the John Labatt Centre and culminated with a performance by Kid Rock five days later.

Talbot St. was renamed "Pure Michigan Ave" for the week and a Motown themed Block Party, complete with vintage cars, live entertainment and new cars made in Detroit.

The promotion was a roaring success and made national news coast to coast in both the USA and Canada.



Global Spectrum in the Community

In 2010, Global Spectrum and Ovations staff were able to help the people of both London and Southwestern Ontario.

In total over \$100,000 worth of donations, goods and services went to a large number of local charities and community campaigns. These efforts have a tremendous impact on the London Community as in many cases premium tickets to events including luxury suite donations generate significantly more dollars than the actual value.

Over \$23,600 worth of donations in tickets was distributed throughout the community. Tickets utilized at silent auctions for various causes routinely generated amounts much higher than face value.

Approximately \$10,000 was raised for London Health Sciences at the 2010 NHL Preseason Game through a 50/50 draw and the *Battle of the Sections* promotion.

Our Group Sales Department raised \$4000 in 2010 for local organizations through event sales.

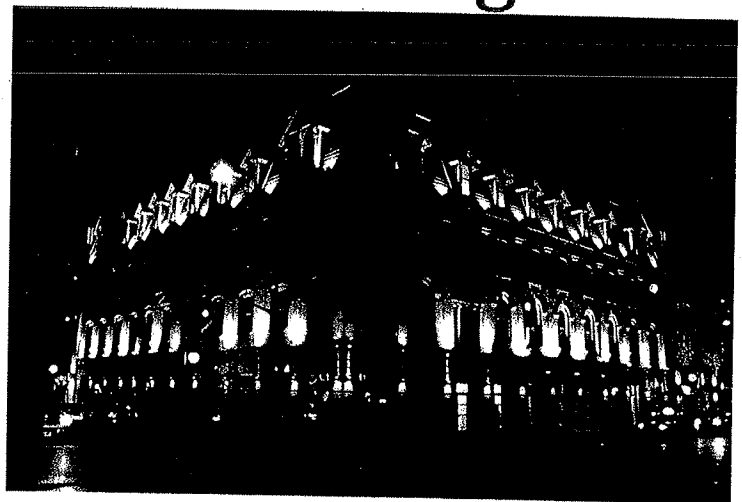
Over \$15,000 was paid out by Ovations to local not-for-profit organizations who worked concession stands. In addition, Ovations provided gift certificates to many charitable auctions to raise additional funds.

In August 2010, Global Spectrum donated services, operational support, labour and supplies to *Habitat for Humanity* to build a house in front of the venue. Once the home was completed it was moved to a permanent location ready for the new residents to move in.

For the first time since it opened, purple lights illuminated the exterior of the John Labatt Centre. This month long initiative, beginning November 1, 2010, was held in observance of Woman Abuse and Awareness Month in the Province of Ontario. Purple is a symbol of courage, survival, and honour, and has come to symbolize the fight to end woman abuse.

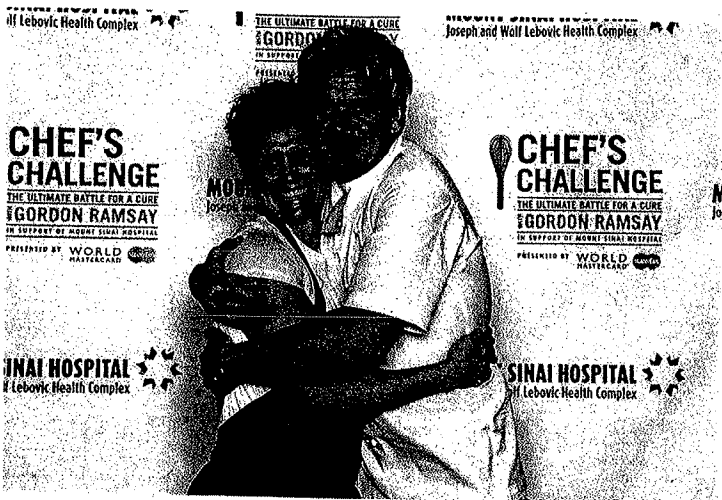
This is the first year for the *Shine the Light on Woman Abuse Campaign*, which was officially launched on September 17th, 2010. or the London Abused Women's Centre

Shine the Light



Other charitable and community events supported included, Guts on Ice, a fundraising initiative for the Crohn's and Colitis Foundation of Canada and multiple Downtown clean up efforts.

We take a great deal of pride supporting a large number of wonderful charitable and community organizations.



Cooking for a Cause

In November 2010, our head Chef, Kim Sutherland was given the rare opportunity to fulfill a dream. With the help of the John Labatt Centre, Ovations, Global Spectrum and a lot of friends and family, Kim was able to raise \$15,000 for the Mount Sinai Breast Cancer Research Foundation in Toronto, Ont.

The fundraising efforts also gave Kim the opportunity to spend 2 days in Toronto cooking with Gordon Ramsay, David Rocco, Lynn Crawford, Massimo Capra, Mark McEwen, and Jamie Kennedy.



2010 NHL Block Party

Global Spectrum organized an NHL Block Party on Talbot Street in Downtown London on September 23, 2010 in advance of the NHL Preseason Game. Thousands of hockey fans attended this free event that featured Live Music, interactive displays and exhibits that included trophies from the Hockey Hall of Fame.

Families and people of all ages enjoyed the music, fun and all the festivities that the Block Party offered.



Open House Skate and Toy Drive

For the third consecutive year, Global Spectrum Facility Management staff at the John Labatt Centre hosted an open house skate and toy drive in support of the Children's Aid Society of London and Middlesex.

Members of the community were invited to skate and meet Santa in exchange for a small toy or cash donation. The skate raised \$3833 in cash and approximately \$1000 worth of toys.

Annually organized by the Premium Seating Department, the event includes support from Ovations Food Services as well as Global Spectrum Facility Management staff, all of whom volunteered their time to help benefit local charities during the Holiday Season.



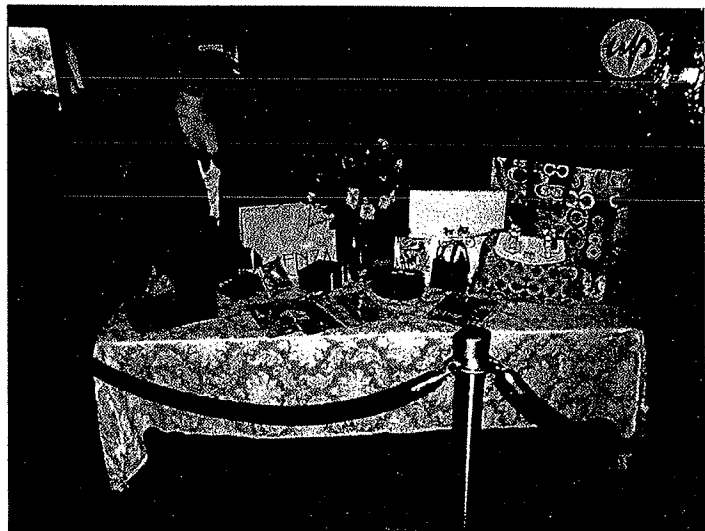
Group Sales in the Community

The John Labatt Centre Group Sales Department had yet another very successful year. Once again, many funds have been raised for non-profit, charitable, youth and school groups through different types of group sales opportunities including Harlem Globetrotters pre-games, Globetrotters Kids Day Out, Disney On Ice group tickets, and much more. In total, \$4000 was raised.

The dinner packages in the Talbot Restaurant are increasingly popular and are offered for many shows throughout the season. Due to the popularity of dinner packages and pre-parties and in an effort to provide quality products and services and maximize the customer experience the Group Sales Department works with area establishments to increase the offerings.

Many notable pre-events occurred during the past season; of notable mention is the 'Girls Night in New York' pre-party package that was held prior to the Michael Buble concert. The package featured everything from a fashion show and prize give-a-ways to themed cocktails and a DJ to dance the evening away.

Another highlight was the 'Laughs Night' pre-party that was held before the Jeff Dunham show. From start to finish the package was dedicated to humor and featured live stand-up comedy from local comedians. Both packages were loved by all in attendance and were extremely memorable.




Future Outlook

The 2011/2012 season at the John Labatt Centre looks very promising. In addition to confirming many new concerts and events, we look forward to welcoming another Sports franchise to the Forest City.

The Fall of 2011 will include the Opening Season for London's NBL team, The London Lightning. We look forward to showcasing world class basketball in London and giving fans another reason to enjoy their experience at the Downtown facility.

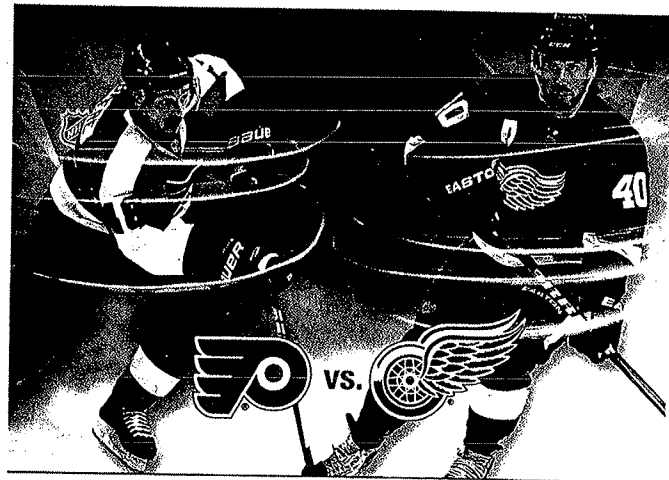
We also look forward to welcoming the Detroit Red Wings to London as they face the Philadelphia Flyers in NHL Preseason action on September 22, 2011.

We anticipate a very busy year as we embark on the planning the 10th Anniversary Celebrations that will take place in October 2012.



MICHAEL JACKSON
THE IMMORTAL
WORLD TOUR
 BY
CIRQUE DU SOLEIL
WRITTEN AND DIRECTED BY JAMIE KING

LONDON
 JOHN LABATT CENTRE • OCTOBER 18-19 2011



My Fair Lady

DEC 14, 2011

Fiddler on the Roof

JAN 30, 2012

SHREK THE MUSICAL

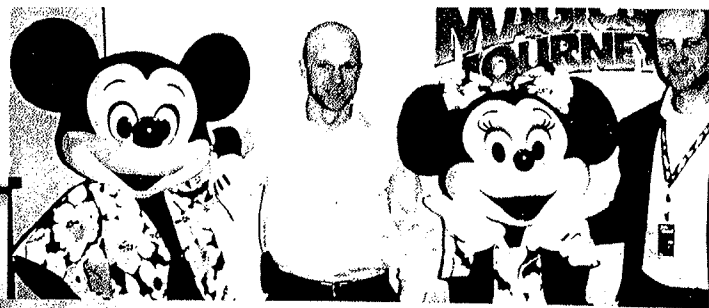
APR 2, 2012

Ringside

APR 17, 2012

YOUNG FRANKENSTEIN

MAY 27, 2012



**10-10+
TOUR**
WORKING PERSONNEL

JEFF DUNHAM
Diane
TOUR 2010-2011
WORKING
LON



JUSTIN BILAL
MY WORLD TOUR

CESAR MILLAN TOUR
LIVE
CANADA TOUR
CREW

LAURENCE MCLACHLAN
OF ILLUSION
BUILDING

WORKING
LONDON



GLOBAL 
SPECTRUM.
Facility Management

John Labatt Centre
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