



## MEDIA RELEASE

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### **OLEVIA™ & AEG ANNOUNCE GROUNDBREAKING SPORTS AND ENTERTAINMENT SPONSORSHIP AGREEMENT**

**First-of-a-Kind, Multi-Tiered Package Across Multiple Venues, Properties and Franchises Owned By AEG Creates Unprecedented Visibility for Olevia™ and Vivitar® Brands Nationally and Internationally**

LOS ANGELES (January 31, 2007) – AEG and Syntax-Brilliant Corp. (Nasdaq: BRLC), a manufacturer and marketer of LCD and LCoS™ HDTVs and digital entertainment products, announced details of a multi-platform marketing partnership that will feature the company's popular Olevia™ brand throughout a variety of AEG-owned developments, venues, franchises and other assets across the nation including L.A. Live, STAPLES Center, the Los Angeles Kings, Red Bull Park, Sprint Center, Citizen's Business Bank Arena and the Amgen Tour of California.

The far-reaching agreement, which extends through 2010 for each asset, will specifically highlight the Olevia™ brand of HDTVs through signage and other on-property brand exposure and include the integration of Olevia™ televisions and other product into public spaces at venues operated by AEG including Kansas City's Sprint Center (opening October, 2007), Los Angeles' STAPLES Center (beginning in 2008), Harrison, New Jersey's Red Bull Park (home of the MLS Red Bull New York beginning in 2008) and Ontario, California's Citizens Business Bank Arena (opening Fall, 2008).

As one of the 'exclusive' Founding Partners of each venue, Olevia™'s sponsorship packages will also include large scale exterior signage, in-house LCD TV integration and use, scoreboard and concourse exposure, hospitality and other exclusive usage of entertainment spaces along with category exclusivity at each location.

While terms of the multi-million dollar agreement were not released, both parties agreed that the central component of the partnership was the sponsorship opportunities and elements which will be highlighted at L.A. Live, the highly anticipated, four million square foot development adjacent to STAPLES Center and across the street from the Los Angeles Convention Center. The \$2.5 billion L.A. Live features a 54 story/1,000-room convention center 'headquarters hotel,' Club Nokia, a 2,200 capacity live music venue, a 15-screen Regal Cineplex, broadcast facilities for ESPN, along with entertainment, restaurant, residential and office space and the 7,100-seat Nokia Theatre at L.A. Live which will soon be the preferred venue for high profile entertainment programming including star studded awards shows, special events and concerts.

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As one of L.A. Live's select Founding Partners, Olevia™ will receive unprecedented brand exposure via a number of interactive displays including newly developed advertising 'towers', exposure on a giant LED screen located within the one acre Nokia Plaza, on rotational displays outside of Nokia Theatre at L.A. Live and on fixed signs located throughout L.A. Live. Additionally, Syntax-Brilliant will receive tickets to shows and events at both Nokia Theatre at LA. Live and Club Nokia at L.A. Live for corporate hospitality use as well as additional specially designed hospitality and entertainment elements.

"This landmark agreement exemplifies Olevia's ascension to the top tier of digital entertainment brands," said Vincent Sollitto, CEO and Chairman, Syntax-Brilliant. "AEG's premier venues, properties and franchises are a powerful medium for consumers to have a personal and profound experience with the Olevia brand."

The partnership will begin immediately with AEG sports properties the Los Angeles Kings of the National Hockey League (NHL) and the Amgen Tour of California cycling road race.

Olevia™'s sponsorship and exposure opportunities with the Los Angeles Kings will begin with the final 29 games of the current 2006-07 season and includes radio and game night program advertising inventory, LED and dasherboard signage and hospitality elements for the NHL team. As a Founding Partner of the Amgen Tour of California, taking place February 18-25, 2007, Olevia™ will receive Start and Finish signage (course side and run in),:30 second commercial spots on the nightly race coverage airing on the Versus (formerly OLN) network, promotional spots and other branding elements on giant video displays at each stage finish, on-site product visibility, logo identification on promotional/collateral materials and a variety of VIP and hospitality elements. Additionally, AEG will integrate the Olevia™ brand of LCD HDTV's into company presentations, meeting and receptions such as the upcoming 2007 National Sports Forum (January 28-31 in Los Angeles) and AEG's pre and post-Grammy reception at STAPLES Center (February 11).

"It's very appropriate that AEG's first 'multiple property' Founding Partner agreement is also our first in the extremely relevant 'High Definition TV' category," said Timothy J. Leiweke, President & CEO, AEG. "With Olevia™'s emphasis and priority on the broadcast and presentation of live sports and entertainment and AEG's core objective on presenting and viewing live sports and entertainment in person, it seemed natural for this partnership which ultimately provides the best entertainment experience to consumers no matter where they choose to watch our events. In particular, we would like to thank Vincent Sollitto and Hope Frank of Syntax-Brilliant Corporation for their commitment to AEG, our venues, our events and most of all our fans who are the ultimate winners."

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In addition to the sponsorship elements for the two AEG Sports properties and five venues located within the United States, the agreement also calls for Syntax-Brilliant to extend their Vivitar® digital camera brand at The O2, a 23,000-seat sports and entertainment arena AEG is creating in the eastern part of London along the Thames River as part of a 650,000 sq. ft. leisure and entertainment district. As an Official Partner of The O2, Vivitar® will enjoy category exclusivity and prominent venue signage including, permanent LED concourse signage and product display areas as well as VIP hospitality elements.

“This sponsorship with AEG creates powerful opportunities to extend the Olevia™ and Vivitar® brands into the sports and entertainment markets nationally and internationally, and to work with a partner proven to create, execute and manage compelling events, venue and franchises,” said Hope Frank, Chief Marketing Officer, Syntax-Brilliant.

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#### **About Syntax-Brilliant Corporation**

Syntax-Brilliant Corporation ([www.syntaxbrilliant.com](http://www.syntaxbrilliant.com)) is one of the world's leading manufacturers and marketers of LCD and LCoS™ HDTVs, digital cameras, and microdisplay entertainment products.

The company's lead products include its Olevia™ brand ([www.olevia.com](http://www.olevia.com)) high definition widescreen LCD and LCoS™ televisions — one of the fastest growing global TV brands — and Vivitar® brand ([www.vivitar.com](http://www.vivitar.com)) digital still and video cameras. Syntax-Brilliant has built an Asian supply chain coupled with an international manufacturing and distribution network to support worldwide retail sales channels and position the company as a market leader in consumer digital entertainment products.

Olevia™, Brilliant™, LCoS™ and Vivitar® are trademarks or registered trademarks of Syntax-Brilliant Corporation. All other trademarks are the property of their respective owners.

#### **About AEG:**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, The Forum (as exclusive booking agent for sports and entertainment programming), Toyota Sports Center, Anaheim Arena (as preferred booking agent), NOKIA Theatre Times Square, NOKIA Theatre at Grand Prairie and Toyota Park. Additionally, AEG developed and operates The Home Depot Center, a \$150 million national training center on the campus of California State University Dominguez Hills in Carson, California designated as an “Official U.S. Olympic Training Site” by the United States Olympic Committee that includes major facilities for soccer, tennis, track & field, cycling, action sports, beach volleyball, basketball and other sports. AEG Sports oversees sports franchises throughout

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the world including the Los Angeles Kings (NHL), Los Angeles Riptide (MLL) and three MLS franchises – The Los Angeles Galaxy, Chicago Fire and MLS Champion Houston Dynamo as well as events such as the *Amgen Tour of California* cycling road race and the *ING Bay to Breakers* foot race and an ongoing schedule of soccer exhibitions in the United States featuring the most popular international teams. The company’s live entertainment division, AEG LIVE is one of the world’s leading concert promotion and touring organizations.

AEG is currently overseeing the development of L.A. Live, a 4 million square foot / \$2.5 billion downtown Los Angeles sports & entertainment district featuring NOKIA Theatre Los Angeles, a 7,100-seat live theatre, a 54-story, 1000-room convention “headquarters” hotel (combining JW Marriott and Ritz Carlton brands and 225 luxury condominiums – The Residences at The Ritz Carlton), Club NOKIA, a 2,400 capacity live music venue, a 15-screen Regal Cineplex, “broadcast” facilities for ESPN, along with entertainment, restaurant, residential and office space. The company has begun fully developing the 28-acre Millennium Dome and adjacent property located in the eastern part of London along the Thames River and will create The O2, which includes a 23,000-seat arena and over 650,000sf of leisure and entertainment use within the “Dome”, and additional arenas, O2 World, on 45-acres in central Berlin, Citizen’s Business Bank Arena in Ontario, California and Sprint Center in Kansas City, Missouri as well as Red Bull Park, a soccer stadium in Harrison, New Jersey.

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