



January 5, 2011

Dear Sir and/or Madam,

In 2010, Seating Solutions assisted the Atlanta Beat and Kennesaw State University in the building of our new stadium, KSU Soccer Stadium, by installing over 7,000 of their Bleachair Maximus seats. Seating is a very important piece of the stadium puzzle, as it is normally a major investment and plays a large part in the customer experience.

We are extremely pleased with the quality, comfort and overall appearance of the seating. Our fans rave about our seat and the comfort it provides, as compared to other stadiums. Seating Solutions even went out of their way to make sure they matched our gold team color exactly.

When we were first designing the stadium, we decided upon a bench-with-back system, largely due to our budget. However, Seating Solutions showed us the Maximus chair, a product that was at a comparable price to the bench-with-back system, yet vastly more comfortable and better looking. We simply couldn't say no.

The addition of the Maximus seat has been one of the best decisions we have made in the design of our stadium. The increased comfort keeps our fans happy and coming back game after game. The chair also helped us create a safer environment by clearly defining each fans seat and eliminating overcrowding of prime areas and arguments about whose seat is whose. The added color of the chairs creates tremendous team spirit and a great game day atmosphere. In addition, we were able to increase our average ticket price, as individual chairs carry more value than a bench-with-back system...thereby, increasing our net revenue. It was a win-win!

Our experience with Seating Solutions and their Maximus product was top notch and we would recommend them to anyone who is looking to create a quality venue, especially on a budget. In addition, their customer service was outstanding...better than I would have ever expected in regards to working with a vendor on a stadium build.

I look forward to working with Seating Solutions again in the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shawn McGee'.

Shawn McGee  
GM & COO