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# COLISEUM

ENTERTAINMENT CENTRE



August 4, 2000

**PRIVATE AND CONFIDENTIAL**

Councillor Joe Pantalone  
City Hall, 2<sup>nd</sup> Floor, Suite 3  
100 Queen Street West  
Toronto, Ontario  
M5H 1N2

VIA FAX (416) 392-4100  
AND COURIER

Dear Mr. Pantalone:

**RE: Coliseum Entertainment Centre at Exhibition Place**

It is with great pleasure that I am writing this letter to you in order to advise you of the status of the re-development of the Coliseum at Exhibition Place currently being undertaken by Coliseum Entertainment Corporation ("CEC") with the assistance of Exhibition Place and the City of Toronto.

As you are aware, CEC's luxury suite sales efforts have been tremendously successful to date. In fact, in excess of fifty percent of our inventory has been sold since commencing our marketing efforts in mid-May. This success is attributable to the tremendous opportunity that the renovated Coliseum presents for our corporate partners to provide affordable family entertainment to their clients, staff and family members.

We are also pleased to confirm our agreements with Core Media and International Management Group to sell the various sponsorship opportunities and naming rights at the Coliseum respectively. As you are no doubt aware, Core Media and International Management Group are among the finest sports marketing companies in Canada and our association with them lends tremendous credibility to the entire re-development.

Having worked diligently with our financiers over the past few months, we are confident in receiving between \$20-22 million of primary debt financing to the project based upon the current cashflow estimates and our own equity contribution of approximately \$12 million representing the value of The Toronto Roadrunners Hockey Club. This debt financing commitment covers approximately two-thirds of the entire project cost which is \$32 million. As a result, we are forwarding this correspondence in order to request that the City provide a loan to CEC in the amount of \$10-12 million in the form of sub-debt to be re-paid by CEC.

We trust you will find this to be satisfactory and look forward to hearing from you as soon as possible.

Yours very truly,

**COLISEUM ENTERTAINMENT CORPORATION**



Ernest D. Cortese  
Senior Vice President & C.O.O.

EDC:rw

cc. Mr. Joe Halstead  
Commissioner of Economic Development  
Culture and Tourism  
Toronto City Hall  
8<sup>th</sup> Floor East, 100 Queen St. W.  
Toronto, Ontario M5H 2N2

Via Fax: (416) 395-0388 and Courier