



DOWNTOWN ORLANDO TO GET A MAGIC NEW VENUE

RipBang Studios combines creativity and corporate sponsorship for brand-new fan experience

VENICE, Calif., October 5, 2010/PRNewswire-USNewswire/ -- In October, the NBA's newest and most fan-friendly arena, the Orlando Magic's [Amway Center](#), will open its doors. As the home of entertainment in Orlando, Amway Center is poised to set the new standard among world-class arenas.

From the beginning, the Magic wanted their new home to offer unique amenities on every level, including clubs and restaurants with a view of the game. When it came time to realize their vision, they called upon Venice, CA-based [RipBang Studios](#) to bring it to life.

"We challenged RipBang to conceive interactive fans zones and iconic signage that would visually set the Amway Center apart from other venues," said Magic President Alex Martins. "We were impressed with RipBang's total commitment to helping us create the best fan experience in the NBA."

"In the past, sports venue sponsorships have taken the form of advertising signage," noted RipBang Studios Creative Director [Bob Bangham](#). "But at Amway Center, we took a different approach. We wove the Magic's corporate partners into the very fabric of the building in a way that actually enhances the facility and improves the game experience."

[RipBang Studios](#) worked closely with the Magic and their Corporate Partnership team from the earliest design phases, generating opportunities for unparalleled visibility and exclusivity for partners while creating fun and attractive spaces for arena guests. This approach led to signature areas like the Orlando Magic Team Shop presented by Adidas, Gentleman Jack Terrace, Nutrilite Magic Fan Experience, Orlando on Demand, AirTran Flight Deck, Kia Motors Terrace and others.

"Amway Center has the most entitlement areas of any arena in North America, and we couldn't have engaged so many top quality brands and partners without RipBang's vision and creativity," said Executive VP of Sales and Marketing, Steve Griggs.

And after more than twenty years, the Magic's mascot, "Stuff," will finally get a home. The upper level, dubbed the OZONE, will feature "Stuff's Magic Castle," an imaginative 2,400 square-foot play area for the Magic's youngest fans and their families.

"It's been a sheer joy and a professional milestone to design this first-of-its-kind destination. In 2011, we're really looking forward to the Magic adding the final design component to building... an NBA Championship Trophy," said Bangham.

For photos of our work and more information about RipBang Studios, visit <http://www.ripbangstudios.com/AmwayCenter/>

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