

For Immediate Release

Brampton's Powerade Centre to be Renamed as CAA Centre

*New naming rights agreement for one of the GTA's largest sports
and entertainment complexes commences this spring*

BRAMPTON, ON (MARCH 22, 2018) – Realstar Group, one of Canada's leading real estate investment and management enterprises, is proud to announce a new 10-year sponsorship agreement with CAA South Central Ontario (CAA SCO) that includes transferring the naming rights of Brampton's landmark 5,000-seat arena. It is expected that the rebranding transition from Powerade Centre to CAA Centre will be completed by late Spring 2018.

Built in 1998, the multi-purpose arena has become the city's sports and culture hub, hosting hundreds of events each year including major sporting events, headlining concerts and trade shows, and is the home of ECHL's Brampton Beast Hockey Club.

"On behalf of the City and my colleagues on the Council, we welcome CAA's investment in Brampton. We look forward to many years of working together to bring Bramptonians exciting sporting and cultural experiences," said Brampton Mayor Linda Jeffrey. "This arena has been a visible landmark to the Brampton community and surrounding area. It has hosted and supported local sports teams and significant cultural events that showcase the wonderful diversity of our vibrant city."

CAA recently made a significant investment to relocate and renovate its Brampton retail store, located at 215 Delta Park Blvd, and the new CAA Centre, builds on that established community presence.

The CAA Centre is part of a strategy to provide the 56 million CAA and AAA members across North America with increased access to cultural experiences and benefits beyond roadside assistance. As part of the deal, CAA members will gain access to special offers, events and unique experiences at the Centre.

“We are thrilled that CAA’s name will appear on this iconic building for the next 10 years,” said Rhonda English, chief marketing officer, CAA SCO. “We are dedicated to bringing our members value and have made it a priority to invest in their communities.”

“Sports and entertainment venues are the epicentre of a community, so it was important for us to find a partner understanding of the fabric of such a diverse and lively city as Brampton,” said Jonas Prince, Chairman, Realstar Group. “With CAA we have found a dedicated and collaborative partner interested in building a synergistic relationship with our many stakeholders.”

Coca Cola held the naming rights to the arena since 2005. In advance of the official transition date, the centre will begin to update signage, websites and other facility assets to help residents, local sports clubs, transportation agencies and event promoters adjust to a new name.

An official celebration and sign lighting will take place at a later date; more details to come.

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Realstar Group

Founded in 1974, and with offices in Toronto and London, England, Realstar is one of Canada’s leading real estate investment and management enterprises with over \$6.5 billion in assets under management. With a focus on multi-unit residential rental, hospitality and alternative real estate assets, Realstar manages investments on its own behalf and on behalf of large institutional pensions funds, sovereign wealth funds and high net worth investors.

www.realstargroup.com

About the Centre

Located at the intersections of Kennedy Road, the 407 and the 410 Highway, the Centre is one of the busiest, most versatile all-season sports and entertainment complexes in the GTA. It features 4 NHL size rinks, including a spectator bowl with a seating capacity of 5,000 and a full service 250-seat

restaurant that overlooks the three community rinks. The Centre is home to the East Coast Hockey League's Brampton Beast. When the facility is not being used for hockey, it features concerts, trade shows, film shoots, graduation ceremonies as well as many other major sporting events. Outside the arenas, the complex has 5 baseball diamonds, 3 cricket pitches, a rugby field, a ball hockey court and a paintball field. The Centre also offers picnics, parking lot rentals and kabaddi tournaments. Over 1.2 million people visit the centre each year.

www.poweradecentre.com

About CAA South Central Ontario

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA South Central Ontario is one of nine auto clubs across Canada providing roadside assistance, travel, insurance services and member savings for over 2 million members.

www.caasco.com