



For Immediate Release

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SMG-MANAGED SAENGER THEATRE RECOGNIZED FOR FIVE YEARS OF CONSISTENT HIGH RATINGS FROM TRIP ADVISOR.COM

PENSACOLA, Fla – The Saenger Theatre today announced that it has received a TripAdvisor[®] Certificate of Excellence Award for the fifth consecutive year. The achievement celebrates businesses that have earned great traveller reviews on TripAdvisor over the past year. Certificate of Excellence recipients include attractions, restaurants and accommodations located all over the world that have continually delivered a quality customer experience.

“The Saenger Theatre is proud of its consistent rating from patrons who attend performances at the Saenger,” said Doug Lee, General Manager of the Saenger Theatre. He continued “It’s a testament to our staff and presenters exceeding expectations with their level of service and production values.”

The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

“We are extremely proud of how the Saenger Theater continues to represent Pensacola on the national scale,” said Pensacola Mayor Grover Robinson. “SMG and the Saenger Theatre do a fantastic job and continue to be a major driver in the economic growth and culture of Downtown Pensacola.”

For more information about all the exciting things happening at the Saenger Theatre, please visit pensacolasaeenger.com.

About Saenger Theatre: The Saenger Theatre is the premier entertainment venue located in downtown Pensacola. The Theatre is home to the Broadway in Pensacola and hosts a variety of events including symphony, opera, ballet, touring concerts, family shows and community events. The Saenger Theatre is owned by the City of Pensacola and professionally managed by SMG, the world leader in venue management, marketing and development.

About SMG: The Saenger Theatre is managed by SMG through a management agreement with the City of Pensacola. Since 1977, SMG has provided facility management services to over 219 public assembly facilities including arenas, stadiums, theatres and performing arts centers, and convention, congress and exhibition centers. With facilities across the United States, Puerto Rico, Mexico, Canada, Europe and the Middle East, SMG manages more than 11 million square feet of exhibition space and over 1.5 million entertainment seats worldwide. As the recognized global industry leader, SMG provides construction and design consulting, pre-opening services, venue management, sales, marketing, event booking and programming. SMG also offers food and beverage operations through an in-house catering company, Savor...Catering by SMG, currently servicing 117 accounts worldwide. For additional company information, visit www.smgworld.com.

About TripAdvisor: TripAdvisor is the world's largest travel site*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors**, and over 100 million reviews and opinions. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, January 2013

**Source: Google Analytics, worldwide data, March 2013