



FOR IMMEDIATE RELEASE

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Media Contact

Emily Collins
Borshoff
(317) 631-6400 office
(317) 677-2207 cell
emily.collins@borshoff.biz

BMG Event Productions to give Jillian's space new lease on life for Super Bowl

SMC Retail, LLC has retained BMG Event Productions to market the downtown space for special events

INDIANAPOLIS---SMC Retail, LLC has finalized an agreement with BMG Event Productions, specialists in strategic event management, logistics and execution for large-scale corporate, association and entertainment events, giving BMG exclusive rights to the 40,000 square feet at Jillian's Indianapolis property during the 2012 Super Bowl Week. Jillian's operations were shut down earlier this month, providing new options for the space.

The Jillian's space at 141 S. Meridian St. – just a few blocks from Lucas Oil Stadium, Georgia Street and Conseco Fieldhouse – is a premier location for any number of the various events scheduled to take place from January 30 to February 6, 2012. As the company chosen to broker this space for the Super Bowl Week, BMG has already begun actively reaching out to its current NFL contacts, as well as other corporations interested in becoming a part of the Super Bowl atmosphere. BMG is eager to play a large role in bringing new clients to this space during such an exciting time for the city of Indianapolis.

SMC Retail is confident in BMG's ability to bring the level of big-scale creativity and professionalism that have come to be expected of Super Bowl events. "We hired BMG because they are the best," said Todd Mauer, manager of SMC Retail. "They have a depth of experience is working with national corporations needing entertainment space. We know BMG will be able to achieve the results we need in a professional, competent and efficient manner."

BMG sees this agreement as a chance to further their work with big-name clients, which have included IndyCar, Rolls Royce, IZOD, Washington National and Energizer. As a company with an innovative approach to event production, the possibilities to transform the 40,000 square feet of space for desired events are endless. Holographic projection, pyrotechnics and effects, and 3D mapping are just a few of the sophisticated services BMG offers its clients that would lend themselves well to the large space available.

"We are excited about the opportunity to transform the Jillian's space for the upcoming Super Bowl," said George Sechrist, president of BMG Event Productions. "BMG excels at producing events that match the caliber demanded by the companies that Indianapolis will play host to during the Super Bowl. We're hoping to use this agreement as an opportunity to deliver one-of-a-kind events unlike anything Indianapolis and our guests have ever seen."

Event spaces available within the Jillian's location include the Deuce, Lucky Strike Lounge, Executive Banquet Room, Bank Shot Room, 9-Ball Lounge, Alpine Lounge, Harley Café Lounge, Speedway Lounge and the Hi Life Lanes and Lounge.

For more information, visit www.bmgep.com.

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About BMG Event Productions

BMG Event Productions is a division of Business Media Group, Inc., a certified Woman Owned

Corporation headquartered in Indianapolis, Indiana. Founded in March 1997, BMG Event Productions specializes in strategic event management, logistics and execution for large-scale corporate, association and entertainment events hosted in locations throughout the world, including Argentina, Bermuda, Mexico, Europe and Puerto Rico. Services include event strategy, creative services, staging, AV support, décor, propping and set design/building. Race-related event management experience includes promotion and event management for Indianapolis Motor Speedway, 500 Festival, Indy Racing League, IZOD, Andretti Auto Sport and Speed TV. Large scale events have also included the Circle City Classic and Lucas Oil Stadium grand opening celebration. BMG Event Productions has also managed events for the College Football Hall of Fame, Indianapolis Convention and Visitors Association, NFL Network and the NCAA.