



MEDIA RELEASE

U2 360° TOUR at BC PLACE GENERATES \$14 MILLION IN ECONOMIC IMPACT

Vancouver, BC (OCTOBER 29, 2009): Wednesday's sold out U2 concert, which attracted more than 16,000 out-of-town guests, generated more than \$14 million in overall economic activity in the Metro Vancouver region.

Between meals and accommodation alone, out of province visitors who came to Vancouver for the concert spent more than \$6 million of that in a single day.

"Our new retractable roof will give us even more event options, and will give the entertainment and sports world another reason to think of Vancouver and British Columbia when they're planning major events or concert tours," explained Howard Crosley, General Manager, BC Place. "When BC Place gets its new retractable roof in the summer of 2011, it will add significant new event days to the building's schedule, particularly in the summer."

BC Place opened in 1983, and averages over 200 event-days each year, generating an economic impact of \$58 million annually.

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