



NEWS RELEASE

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TEXAS STARS, CITY OF CEDAR PARK AND H-E-B REACH LONG-TERM NAMING RIGHTS DEAL FOR H-E-B CENTER AT CEDAR PARK

CEDAR PARK, Texas – The **Texas Stars**, the **City of Cedar Park** and Texas-based **H-E-B**, one of the nation's largest regional grocery retailers with more than 370 stores in Texas and Mexico, announced today that the Cedar Park Center will officially be named the **H-E-B Center at Cedar Park**. The multi-year naming rights agreement was negotiated by **Connect Partnership Group**.

Opened in 2009, the newly-christened H-E-B Center at Cedar Park is the premier multi-use entertainment facility of Central Texas hosting more than 150 events per year including sporting events, concerts, and family shows. This is H-E-B's first naming rights sponsorship for an entertainment venue across Texas. The H-E-B Center will serve as home ice for the Texas Stars of the American Hockey League (AHL), the top development affiliate of the Dallas Stars of the National Hockey League (NHL), along with the Austin Spurs, the NBA Development League (NBA D-League) affiliate of the National Basketball Association's San Antonio Spurs.

"The H-E-B Center at Cedar Park is a world-class facility and we're thrilled to have our name atop the venue," said Jeff Thomas, Senior Vice President and General Manager of H-E-B. "H-E-B is proud to celebrate the growing options for families both in our stores and out in the community. We have invested in renovations in all of our area stores, and this branding opportunity demonstrates the excitement and energy we share for the bright future of Cedar Park."

H-E-B Center at Cedar Park is located at the intersection of New Hope Drive and Toll Road 183-A in Cedar Park, Texas. Home to the Texas Stars since 2009-10, the arena has hosted the AHL Calder Cup Finals in both 2010 and 2014, with the Stars winning the Calder Cup in 2014. The facility has also hosted the 2012 NBA D-League Finals, with the Austin Toros (now Spurs) defeating the Los Angeles D-Fenders to capture the 2012 D-League Championship.

"Extending and expanding their partnership to this level shows the value that Central Texas companies see in our organization," Texas Stars President and Alternate Governor, and General Manager of the H-E-B Center at Cedar Park **Rick McLaughlin** said. "H-E-B has been a tremendous partner with our organization for several years. The H-E-B name is synonymous with excellence, as is this vibrant, multi-purpose facility. It's a perfect match."

H-E-B Center holds 6,863 seats for hockey, 7,200 for basketball and up to 8,700 for concerts and other events. The state-of-the-art arena has 24 suites (including four party suites) and 545 club seats with a private club lounge. Upcoming events include Enchanted Rock Fest (April 24), Newsboys (May 1), Disney On Ice (May 5 – 8), Wild West Week (June 17 –25), and Brit Floyd (June 29).

Cedar Park Mayor Matt Powell says, "While it is not the City of Cedar Park's responsibility to grant naming rights - as this decision falls to the operators - we are honored and pleased that H-E-B, a company with such strong Texas values, has chosen to place their name on one of the crown jewels of our community: H-E-B Center at Cedar Park. With H-E-B's ongoing commitment to supporting our community events and substantial business presence in Cedar Park we look forward to strengthening our ties."

About H-E-B

Based in San Antonio, Texas, H-E-B started over 100 years ago as a small, family-owned store in the Texas Hill Country and has grown to over 370 stores in Texas and Mexico. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at everyday low prices. H-E-B employs more than 86,000 Partners in Texas and 9,000 Partners in Mexico and serves millions of customers in more than 300 communities. For more information, please visit www.HEB.com.

About H-E-B Center at Cedar Park

H-E-B Center at Cedar Park is a multi-use, city-owned entertainment facility that holds 6,863 seats for hockey, 7,200 for basketball and up to 8,700 for concerts and other events. The state-of-the-art arena has 24 suites (including four party suites) and 545 club seats with a private club lounge. The Center opened in September 2009 with George Strait and has gone on to host numerous events including Carrie Underwood, The Killers, Eric Church, Def Leppard, Rascal Flatts, Motley Crue, Tool, Disney on Ice, Cirque du Soleil, Ben Hur Shrine Circus, and many more. For more information, please visit www.HEBCenter.com.

About Texas Stars LP

Texas Stars Limited Partnership was created in December 2014 when Northland Properties Corporation, the parent holding company of the National Hockey League's (NHL) Dallas Stars purchased the Texas Stars of the American Hockey League. Northland Properties Corporation controls the operation of H-E-B Center at Cedar Park, as well as the 17-acres adjacent to the Center, with a multi-year operating lease through 2034.

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