

MAGNA♦MEDIA

I N T E R N A T I O N A L

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Corporate Profile

MAGNA MEDIA INTERNATIONAL, founded in 1989, is an independent consulting firm owned and operated by Andrew H. Olson. Utilizing several independent contractors recruited and trained by Magna Media, we are proud of the broad spectrum of our clients worldwide who have asked us to participate in a wide variety of projects. While sports event operations are a large part of its business (boxing, bodybuilding, gymnastics, figure skating, wrestling, strength contests, etc.) the Company has participated in several unique entertainment/television special events including:

- The MTV Inaugural Ball for President Clinton (1992) - Washington, DC
- Dunes Hotel Implosion and Grand Opening of Treasure Island (1993) - Las Vegas
- Nadia Comaneci's return to Romania (1994) and State Wedding to Bart Conner (1996)
- Openings: Mirage (1989), Bellagio / Mandalay Bay / Beau Rivage (1998-1999), Borgata (2003)

BOXING. From its inception, Magna Media has participated in many of the world's largest and most important boxing matches -- handling media operations and facilities, ringside seating layouts, credential plans, security coordination, site surveys, venue liaison, and much more for virtually every major promotion group and broadcast network. Included in this history are first-ever boxing matches at several venues, including The Mirage, MGM Grand, Thomas & Mack Center and Mandalay Bay in Las Vegas, the Alamodome in San Antonio, Staples Center in Los Angeles, Estadio Azteca in Mexico City and Plaza del Toros in Mexico City. While a complete list comprises literally dozens of individual fight cards, some highlights include:

- Leonard-Duran III: "Uno Mas" to open The Mirage/Las Vegas outdoor stadium
- "Super Grand Slam of Boxing", record crowd 132,000 at Estadio Azteca in Mexico City
- Whitaker vs Chavez: "The Fight", largest indoor boxing event, Alamodome in San Antonio
- Mike Tyson boxing series at the MGM Grand, setting live gate & pay-per-view records
- De La Hoya vs Trinidad at Mandalay Bay, setting non-heavyweight pay-per-view records
- Lewis vs Tyson at the Pyramid Arena in Memphis, Tennessee for 7 different clients

MEETING PLANNING & SITE COORDINATION. As we do for special events, Magna Media coordinates logistics for meeting and convention clients. Services include room reservations, floorplans, database management, participant badges, etc. Clients have included Gold's Gym annual Franchising convention (1991 to 2000) and the Society of American Travel Writers (SATW) through host Mirage Resorts. Representing host hotels during film projects include "Oceans 11" (2001) at Bellagio, "Vegas Vacation" (1996) and "Sgt. Bilko" (1995) at The Mirage.

DIVERSITY IS OUR KEY. The primary strength of Magna Media is our openness to new projects. Our ability to draw upon a variety of talents and resources benefits each client. We work as a team with all involved organizations or departments with the sole goal of the event's overall success.