

**CEO  
CFO**

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**With Events such as their Capital Hoedown Music Festival in Canada and Boxing Matches with the Klitschko Brothers on the Horizon for 2011, The Empire Sports & Entertainment Holdings Company is Looking Forward to a Successful and Profitable Year**



**Entertainment  
Live Music & Sports Promotion  
(EXCX-OTC: BB)**

**Mr. Shelly Finkel  
Co-Chairman and CEO**

**Company Profile:**

The Empire Sports & Entertainment Holdings Co. operates as an entertainment company in the United States and internationally. It promotes and produces live music and entertainment shows, and sporting events, as well as operates venues. The company also intends to supply live music, entertainment, and athletic events for various venues and to the television networks. The Empire Sports & Entertainment Holdings Co. was founded in 2010 and is based in New York, New York.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFOinterviews.com**

**CEOCFO:** Mr. Finkel, you have an extensive history in the industry, why are you with The Empire Sports & Entertainment Holdings Company today?

**Mr. Finkel:** When I met with some of the people at The Empire Sports & Entertainment Holdings Company, such as Barry Honig our Co-Chairman and Executive Officer, I felt that it was time for at my age of 66, to make a change. I still wanted to do some

big events, whether they be televised or just live, and that was the opportunity that I was being offered.

**CEOCFO:** Would you tell us about The Empire Sports & Entertainment?

**Mr. Finkel:** The Empire Sports & Entertainment Holdings Company is geared to doing events in both entertainment and sports. We are looking for not only revenue from the event site, but other ancillary revenues, which would be pay-per-view, streaming, merchandising, and sponsorship. We want to incorporate all of the different revenue sources that could expand an event, larger than just doing a concert. For example, when I started doing concerts in the 1960's, the only revenue that I had was what I did at the door. If I did not sell enough tickets, I lost money, and if I sold enough tickets, I made money. Then I started experimenting with pay-per-view and at that time there was no pay-per-view by cable. It was closed circuit; you had to leave your house and go to a theater to watch the event. However, in 1988, I approached Cable Vision about doing a pay-per-view event and they loved the idea. It was a Tyson versus Michael Spinks boxing event and it was the first cable pay-per-view in the world. We made a deal. They asked me what I would want as a guarantee. So I said what I wanted as a guarantee was what I would make if I sold out every arena and theater in the market, because that was what I was going to do. They said, "Fine, you have it." We ended up tripling it. As a matter of fact, the event was June 27, 1988, and Mike Tyson was turning 22 on June 30<sup>th</sup>. I told him that he would

make \$1 million for every year of his life and he ended up making over \$22 million. After that I put together the Howard Stern New Years Eve Show, and when I did that, the pay-per-view just dwarfed the live gate, which was small. The pay-per-view however, was millions for him. Therefore, today that is the model for everything. You can have a very large gate, and do big business, but television dwarfs it.

**CEOCFO:** Would you tell us about the process; how does Empire decide what events to go after or do people come to you?

**Mr. Finkel:** It is a combination. Part of my history was that I was very involved with boxing. I ended up managing the top fighters of the last twenty to thirty years. I managed Tyson, Manny Pacquiao, and the Klitschko Brothers, who I still handle. The Klitschko Brothers are big in the United States, but in Europe, they are gigantic. They fill up soccer stadiums. Therefore, because of my reputation of doing these kind of businesses, a lot of fighters gravitate to me. I also go out seeking events or creating them. For example, this young gentleman called me out of Canada, and said that he would like to bring the Klitschko Brothers up there. So I asked him where he was putting them, what he was guaranteeing and I realized that I did not want to do it. However, we started speaking about a festival that he did last year, because it is unheard of that someone would make money the first year of doing a festival. Even Coachella, which is a monster success; last week it was on the front page of the arts section in the New York Times, making over

\$10 million profit, the first couple of years it lost money. Now they say that the name Coachella dwarfs the artists. People want to go to Coachella; they do not say that they are going see Arcade Fire. He had a place up in Canada and he wanted to put together another show, but he had a falling out with the backers from last year. Therefore, we decided to back it and do his festival. We put together a show, which I think is going to be very big this coming summer. The Thursday night performer is Kenny Chesney, Friday night is Carry Underwood and Miranda Lambert and Saturday night is Rascal Flatts. We have already sold approximately 7,000 tickets for a GA show, three plus months in advance, which is phenomenal.

**CEOFCO:** What is the secret of a successful event?

**Mr. Finkel:** Let me give you an example. When I handled Evander Holyfield, he fought Buster Douglas and beat him for the title. I offered to Steve Wynn my next event, my next fight for Evander, which was going to be George Foreman. He said, "I don't want to take that; Foreman is an old man" and so on. So we went ahead and did the fight in Atlantic City, and when I saw Steve Wynn later, I said, "Look, I have two criteria of a successful event, those are that

you make money and the customer leaves happy." He said, "You are right". That is what I think the end result of a successful promotion is. Going in, you have to have a certain amount of due diligence and a certain amount of feeling of what the event is and is not. I do not want to promote something, because I like it. I want to promote something that people like and will come to see.

**CEOFCO:** Do you have a preference for sports or entertainment, or is it opportunistic?

**Mr. Finkel:** I originally had a music background. In 1973, my partner at the time, Jim Koplik, and I did the largest concert in American history. It was bigger than Woodstock. It was the Watkins Glen Summer Jam with

the Allman Brothers, the Grateful Dead and The Band. Traffic from that event was backed up 100 miles into White Lake. So that was where I come from originally. Then I got involved with boxing by accident, which turned out to be great for me. Today, I am with The Empire Sports & Entertainment Holdings Company and I believe that we will find the right opportunity to make this a big, big company. We almost had it a couple of months ago in trying to acquire Strike Force, which was the second largest Mixed Martial Arts company in the world. However, the number one company bid against us, and they offered some other incentives to make the deal that I could not. So they ended up with it, but there will be other opportunities.

**We expect to be profitable this year. Our expenses have been kept to a low number at this point. We are looking to build on our event called the Capital Hoedown Music Festival that we are doing in Canada on August 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup>. I believe that it will grow from there. Next year, because of our strong connection with Germany, because of the Klitschko Brothers, we are considering doing an event next summer over there. We are also looking at doing a New Years Eve event, and I am going next week to Alabama to look at a very large size property to see if that could be adaptable for a major festival next summer.**

**- Mr. Shelly Finkel**

**CEOFCO:** Are there areas that have not been fully developed that may have potential?

**Mr. Finkel:** Yes, and one of those would be expanding the viewership of an event. For example, we did well with streaming for the last Vitalii Klitschko fight. We did it with Epix and it is becoming a bigger medium as it is being used by Netflix. Not only is it a new medium for Netflix, but it is also saving them something like \$500 million a year on postage. Therefore, in the future it is going to be very important. People who are traveling and can not be in a stationary place are going to want to see events when they are traveling and the only way that this is possible is by streaming.

**CEOFCO:** The Empire Sports & Entertainment Company became a public company a short time ago: what is the financial picture like today and what are your future plans?

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**CEOFCO:** What is your involvement in an event and what are the layers of involvement?

**Mr. Finkel:** When you are dealing with an artist, it is myself as the promoter, calling the agent such as William Morris or CAA, who represents the artist and that is the whole layer of involvement. I negotiate a deal for the performance with the agent, then the agent brings it back to the manager and the artist to

approve it, but I only deal directly with the agent. With regard to the event, as it develops, I have a stage manager who takes care of getting the rider of what the artists needs as far as the size of the stage and what they need backstage. I also have lawyers to read the contract.

**CEOFCO:** Are you doing much investor outreach; how does Empire attract investors?

**Mr. Finkel:** My partner, who is the Co-Chairman is the one who does our investor outreach.

**CEOFCO:** In closing, why should potential investors consider The Empire Sports & Entertainment Holdings Company?

**Mr. Finkel:** Potential investors should consider The Empire Sports & Entertainment Holdings Company because we are a young company and you

would be getting in on a ground floor opportunity. In addition, we are people who have been successful in this field and will grow a company that should

reward investors over time very handsomely.

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