

FOR IMMEDIATE RELEASE

ai3, Inc. to Design Atlanta's Newest Sports Venue

ai3 selected as architect and interior designer for anticipated Atlanta Sports Complex

ATLANTA – June 8, 2011 – ai3, Inc., a multi-disciplinary design studio known for its diverse designs in the hospitality, restaurant and sports industries, today announced it has been selected to design the Atlanta Sports Complex. Specifically, the firm has been chosen to provide architecture and interior design services for the expansive sports facility and conference center.

The Atlanta Sports Complex is a highly anticipated addition to Atlanta's growing list of sporting venues. Upon completion, it will be a multi-entertainment, recreational sports facility, accompanied by a corporate services focus that will offer innovative programs for leadership development, employee training, team-building activities, leadership retreats, health and wellness, as well as dedicated meeting space for small to large companies.

Co-founder and CEO Patrick Henderson comments: "It's important to our team that those working on every aspect of this project truly believe in it and want to be a part of it for more than their own business reasons. The team at ai3 gets it. They really understand our vision."

ai3's accomplished interior and architectural designs have included award-winning names such as Miller Union, Holeman & Finch, FLIP and 4th & Swift. The studio has recently expanded its portfolio to include work with Centennial Olympic Park, the Georgia Dome and Holiday Inn.

"There is an opportunity to redefine how the design of a sports venue contributes to the overall experience – whether you're an athlete or patron. The team behind the Atlanta Sports Complex has a remarkable vision for this facility and we're eager to help them achieve it," said Dan Maas, AIA, partner, ai3.

Location for the Atlanta Sports Complex will soon be decided, with a goal to complete the facility by Fall 2012. For more information on ai3's interior, architecture and product design studio, please visit www.ai3online.com.

About ai3, Inc.

ai3's multi-disciplinary design services reveal the stories that give meaning and value to design. Through the exchange of ideas and thoughtful client dialogue, ai3 creates energetic, compelling designs across a wide spectrum of industries and geographies. To learn more about ai3's architecture, interior and product design services, please visit www.ai3online.com.

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