



UBS ARENA CONTINUES TO GROW LEADERSHIP TEAM AHEAD OF FALL 2021 OPENING

Industry veterans Sciortino, Shulman, Brown and Parry bring decades of sports and entertainment management experience to UBS Arena

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NEW YORK – UBS Arena, the metropolitan area’s most anticipated, cutting-edge live entertainment and sports venue, and New York Arena Partners continue to add to their impressive leadership roster by naming four veteran executives to the team. **Mark Shulman** has joined as **Senior Vice President of Programming**; **Michael Sciortino** as **Senior Vice President of Operations & Assistant General Manager**; **Ethan Brown** as **Senior Vice President of Marketing & Community Relations**; and **Zane Parry** as **Vice President of Finance for UBS Arena**.

“Mark and Michael both have an incredibly strong background in the sports and entertainment industry, which will lend itself perfectly as we get ready to open in the fall of 2021,” said Hank Abate, President of Arena Operations at UBS Arena. “Their addition to our leadership team completes our powerhouse of executives across both the sports and entertainment sectors at the arena.”

“Ethan brings a wealth of marketing experience to our group, including his shared responsibilities with the New York Islanders and previous leadership roles with Pacers Sports & Entertainment and Unilever, which will be invaluable as we build our generation’s last great arena in New York,” added Tom Pistore, President of Commercial Operations at UBS Arena.

With 25 years of experience, Shulman has managed a variety of impressive projects including music festivals, major venue developments, and high-profile stadium concerts. Prior to joining the UBS Arena team, Mark established the AEG office in New York, where he expanded the footprint into multiple cities through acquisitions and booking partnerships. As Senior Vice President of the East Coast, he supervised thousands of mainstream concert bookings, while promoting several national tours and shows at MetLife Stadium, The Great Lawn in Central Park, Madison Square Garden, and Radio City Music Hall. Through his successful time at AEG, Mark has worked with high-profile artists from Prince, Phish, and Jay-Z to JLo, Fall Out Boy and Paul McCartney. Mark is also a member of the recently established Advisory Board for the NYC Mayor’s Office of Citywide Events, focused on the impact of COVID-19 and developing new safety guidelines for all events.

“I’m thrilled to be joining the entertainment team at UBS Arena,” remarked Shulman. “The music industry is poised to have an incredible resurgence and we anticipate consumers and fans to be yearning to experience live entertainment by the time UBS Arena is open next fall. UBS Arena concert-goers will be able to enjoy one of the most impressive, high-profile music lineups available.”

Over the past two years, Sciortino was working as the Vice President of Operations at Golden State’s Chase Center, where he was responsible for the day-to-day operations, including overseeing all back of house operations. He has a combined 12 years of experience working in New York City as head of facility and event services at Madison Square Garden, bolstered by prior experience with the New York Islanders at the Nassau Coliseum.

“I’m excited to be back here in New York working with this team at UBS Arena,” said Sciortino. “This is a long time coming for the New York Islanders and their fans. The team deserves a state of the art facility and a true place to call home.”



Brown has worked with the New York Islanders Hockey Club for the past year and a half in his marketing and community relations leadership role. Before that, the 20-year veteran lent his expertise to Pacers Sports & Entertainment for three years where he oversaw all marketing for properties including the Indiana Pacers, Indiana Fever, Pacers Gaming, Ft. Wayne MadAnts, Bankers Life Fieldhouse, and the Pacers Foundation.

"I'm eager to work alongside this outstanding and experienced team to market and deliver the next premier sports and entertainment venue for New York," said Brown. "Our deep commitment to the local community and serving our fans further lays the foundation for what will be a world-class destination that New Yorkers across the Tri-State area deserve."

Parry joined the UBS Arena staff in June and brings with him almost 20 years of arena and entertainment experience. He began his career as Finance Manager of the Times Union Center in Albany, NY. Previous experience also includes opening Barclays Center in Brooklyn as the Director of Finance, followed most recently by his role as US Financial Controller for the Ambassador Theatre Group, helping with the transition from domestic to international-based ownership.

About the UBS Arena Project

UBS Arena is New York's next premier entertainment and sports venue and future home of the New York Islanders. Located at Belmont Park in Elmont, New York, the state of the art facility will open for the 2021-22 National Hockey League season and host more than 150 major events annually. The significant redevelopment project is expected to create 10,000 construction jobs and 3,000 permanent jobs, generating approximately \$25 billion in economic activity over the term of its lease.

Developed in partnership with Oak View Group, the New York Islanders, and Sterling Project Development, UBS Arena is poised to be one of the area's - and the nation's - most prestigious and appealing venues for musical acts, events and performers of all genres, and will create the best and most unique entertainment experience for artists and audiences alike. The 19,000-seat venue is being constructed with a fan-first approach that leverages sophisticated engineering acoustics to amplify the audio experience, high-resolution LED displays and will include the largest scoreboard in New York.

UBS Arena will offer the highest-end amenities and customer service, through VIP suites and clubs that merge boutique hospitality with live entertainment. Clubs and suites will have a timeless design inspired by classic, well-known New York establishments and will offer premier views of the bowl. Complementing UBS Arena, Belmont Park's campus will comprise 315,000 square feet of luxury retail and will include a 4-star boutique hotel with approximately 200 rooms.

UBS Arena is being built to achieve Leadership in Energy and Environmental Design (LEED v4) standards for Building Design and Construction. In an effort to build a greener future, UBS Arena is working with world-class sustainability experts to minimize the environmental impact of the venue and become a zero waste facility, utilizing renewable energy sources and reducing water and electricity consumption.

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