



**NORTHLANDS**

**Media Release  
For immediate release  
June 18, 2010**

***Northlands Announces Sports and Facility Management Expert as New President and CEO***

Northlands is excited to announce the appointment of Richard Andersen CFE, an experienced and renowned leader in sports and facility management, as the new President and CEO of the organization.

“I am delighted to share the news of this appointment with our community,” said Andrew Huntley, Chair of the Northlands Board of Directors. “Richard is highly regarded for his leadership in delivering exceptional events and managing world class venues and facilities. Richard is the perfect choice as leader of Northlands’ future.”

As the former General Manager of Petco Park in San Diego and the Executive Vice President of the San Diego Padres, Andersen brings a wealth of experience in large-scale, international facility and sports franchise management. Petco Park opened in 2004 to considerable critical and architectural acclaim. With Andersen at the helm, the park has become synonymous with excellence in facility management, and was recently awarded the 2010 Venue Excellence Award in the stadiums category from the International Association of Assembly Managers.

Andersen has invaluable experience in Northlands’ core businesses: event production, facility management, creating exceptional customer experiences, attracting major international events and negotiating corporate sponsorships. “Richard can build on the strong legacy of Northlands and take our multi-faceted facilities and events into an exciting future,” described Huntley. “We are confident that a leader of his caliber can continue to position Northlands as a critical entertainment and economic driver in Edmonton and Northern Alberta. Richard will take Northlands to the next level.”

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Andersen takes over from current President and CEO, Ken Knowles, who has served in the role for the last 11 years. “Ken is to be commended for his accomplishments as our President and CEO, and he has our deepest gratitude for his 25 years of loyal service to the organization and this community,” said Huntley. “Richard will continue our tradition of running a business that serves the community with integrity, world class standards and a deep commitment to doing what’s best for Edmonton and Northern Alberta. These multiple ‘bottom lines’ are as important to him as they are to us. It’s one of the ways in which we knew he was a great fit.” Andersen’s tenure begins on August 3, 2010.

“I am impressed by Northlands, its ambitions and its strong connection to the community,” said Andersen of his new employer. “Northlands, already a cornerstone of the community, has shaped Edmonton and continues to play a pivotal role in its business, sporting and cultural life. My wife Susan and I are excited to be coming to Edmonton, becoming a part of the community and playing a part in shaping the next chapter for Northlands,” concluded Andersen.

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*Northlands rocks Edmonton with 2,500 events each year that attract over 4 million visitors to Alberta’s Capital City. Think, Canadian Finals Rodeo, Farmfair International, Capital EX, Honda Indy Edmonton, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit [northlands.com](http://northlands.com) to find out more.*

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*A backgrounder on Richard Andersen is attached*

# Richard L. Andersen

## Professional Experience

San Diego Padres, San Diego, CA  
**General Manager, PETCO Park**  
**Executive Vice President – San Diego Padres**

Lighthouse Consulting Group/CBRE Sports, Wexford PA  
**President/Chief Executive Officer**

Joe Robbie Stadium, Miami FL  
**President**  
**Vice President, Miami Dolphins and Florida Marlins**

Pittsburgh Pirates, Pittsburgh PA  
**Vice President, Administration and Operations**

Richmond Braves/Atlanta Braves, Richmond VA  
**General Manager**

Savannah Braves/Atlanta Braves, Savannah GA  
**General Manager**

Greenwood Braves/Atlanta Braves, Greenwood GA  
**General Manager**

## Education and Training

Masters of Business Administration  
University of Pittsburgh, Joseph M. Katz School of Business, Pittsburgh, PA

Walt Disney Management School

## Certifications

Facility Executive (CFE)

Certified DiSC Assessment Trainer

## Professional Associations

International Association of Assembly Managers (IAAM)

Faculty Member – Public Assembly Facility Management School

Professor, San Diego State University Business School: MBA Sports Management Program