



FOR IMMEDIATE RELEASE
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**BRADLEY CENTER TO INCREASE FACILITY FEE BY 35¢
FOR TICKETS COSTING MORE THAN \$12**

**Modest increase for 2010 – 2011 season will help maintain and upgrade
top Downtown destination**

MILWAUKEE, WI – The Bradley Center Sports and Entertainment Corp. today said it will increase its facility fee by 35¢ for tickets to athletic events priced over \$12 starting with the 2010 – 2011 season.

Stephen Costello, president of the Bradley Center, said the modest increase will be used to help maintain and upgrade the building going into the future.

“It is important to make ongoing building investments to make sure the Bradley Center continues to offer an enjoyable fan experience for the estimated 1.5 million people who visit it each year. Because the increase applies only to tickets costing more than \$12, there still will be a lot of seats available where the increase won’t apply,” he said.

Costello noted that all of the teams that call the Bradley Center home – the Marquette Golden Eagles, the Milwaukee Bucks and the Milwaukee Admirals – continue to offer family-friendly ticket options at or below \$12 for all or many of their games.

“We tried to be sensitive and moderate, and this step is necessary to continue to have a high-quality facility where fans have a fun, exciting and comfortable experience.”

“It is not uncommon for facilities like the Bradley Center and other local venues to have a facility fee, and we continue to have one of the lower levels in the area. Throughout the country, facility fees are relatively common, and in the case of the Bradley Center, it is the right thing to do if we want to maintain and enhance the fan experience,” Costello said.