






Samuels & Company, Inc. is celebrating 25 years of finding opportunities and maximizing value in the growing field of location-based entertainment.

	<p>IT'SUGAR</p> <p>IT'SUGAR opened nine new stores during 2022 including a flagship store with close to 20,000 square feet in Times Square in New York as well as stores in National Harbor in Maryland, Assembly Row in Somerville, MA; Patriot Place in Foxborough, MA; Fashion Show in Las Vegas, NV; Dania Point in Miami, FL; Fashion Outlets of Chicago in Chicago, IL; Whalers Village in Maui, HI; and West Edmonton Mall in Edmonton Canada.</p> <p>The Company recently had the grand opening of its 30,000 square foot signature store on Fisherman's Wharf in San Francisco, CA. Samuels & Company identified the site; brokered the LOI; and successfully completed all negotiations with the Fong Real Estate for this Flagship location.</p>
	<p>Andretti Indoor Karting and Games</p> <p>Andretti Indoor Karting & Games opened their Atlanta Flagship at the Exchange in 2021. Recently Samuels & Company assisted Andretti in their successful major purchase agreements for future Andretti Indoor Karting & Games in Fort Worth, TX; Grand Prairie, TX; and Chandler, AZ.</p> <p>Samuels & Company continues to assist Andretti in their strategic expansion plans, which include future locations expected to open during 2024 in Arizona, Kansas, North Carolina, and Illinois.</p>
	<p>Merlin Entertainments</p> <p>Madame Tussauds: During 2022, Samuels & Company re-leased the former Starbucks space at Madame Tussauds Hollywood to Ugo's, a local café, scheduled to open in the summer of 2023.</p> <p>LEGO Discovery Center: Samuels & Company assisted in the negotiations for the latest prototype 32,000 square foot LEGO Discovery Center in Springfield Town Center in the Washington DC/Virginia metropolitan area which is scheduled to open in the summer of 2023.</p> <p>LEGOLAND CA: Samuels & Company is currently engaged by LEGOLAND California to assist senior management in their expansion efforts.</p>



New Clients

Hasbro: Hasbro has engaged Samuels & Company as an advisor to assist in the development of Location Based Entertainment concepts.

The Mountain Mile, Pigeon Forge TN: Samuels & Company has been engaged as an exclusive advisor to assist the developer Dixon Greenwood in the master planning of his Mountain Mile development in its major expansion of approximately 70 acres.

Beat the Bomb: Samuels & Company has been engaged by the Company to advise them on their national expansion to complement their recently opened attraction in Washington, DC and Atlanta. Samuels & Company will also assist the Company in site selection and lease negotiation.



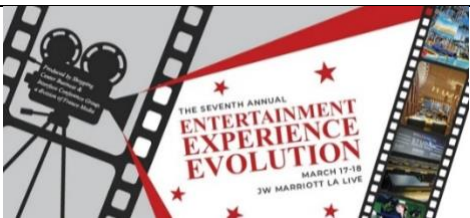
RSG Group

During 2022 RSG opened a John Reed in Dallas, TX and Heimat in Los Angeles, CA. Samuels & Company also brokered and assisted in the negotiation of the lease for the 40,000 square foot Flagship store for Gold's Gym at 3rd Street Promenade in Santa Monica, CA scheduled to open during the summer of 2023.



Bowlero

Samuels & Company assisted senior executives at Bowlero in completing the site selection and lease negotiation for its new prototype store at Beverly Center in Los Angeles scheduled to open in the Fall of 2023.



EEE Conference

Howard Samuels returned to the Entertainment Experience Evolution to moderate the Immersive Art Panel in March 2022.



Innovative Locations Webinar

In February 2022 national commercial construction firm ARCO/Murray's Eden Ames interviewed Howard Samuels for the webinar "Location, Location: How Site Selection Impacts Entertainment Success."