



RICH ENTERTAINMENT
GROUP

FALL/WINTER 2024 HIGHLIGHTS

A message from Joe Segarra

President of Rich Entertainment Group, and Senior Vice President of Finance and Family Office for Rich Holdings, Inc.

As I look ahead to 2025, I am excited to share that nearly every entity in our portfolio has displayed outstanding performance as we approach the final quarter. This momentum is a testament to our team's dedication and innovation, and it has played a pivotal role in driving our strong financial performance as we wrap up the year.

Beyond the numbers, I want to congratulate Mindy Rich, who was recently honored on October 28th for her creative contributions, educational mentorship, and continued dedication to the American theater at the Dramatists Guild Foundation annual Gala. Her most recent accomplishment includes, REG's latest Broadway production, *WATER FOR ELEPHANTS*, which garnered 7 Tony Award nominations, with Mindy leading as producer.

Once again, I congratulate Mike Buczkowski on his induction into the Buffalo Baseball Hall of Fame. Mike is the longest-tenured GM in Bisons history and has been a pillar of our organization for 38 years. His dedication and leadership have been instrumental in shaping the Buffalo Bisons into the beloved team it is today.

Opening soon at Palm Beach National is our brand-new Clubhouse, Bar, and Restaurant, featuring state-of-the-art interactive InRange hitting bays. I commend our dedicated team, led by Jon Dandes, for their hard work bringing this project to life.

I'm excited to share new developments from our Rich's Catering department. Our latest venture, *Crafted by Rich Entertainment Group*, is diving into the world of production catering and will support events and film productions

at Great Point Studio and beyond. To enhance our exciting expansion, we are thrilled to announce our investment in a state-of-the-art mobile kitchen designed to elevate our culinary offerings and serve our community better than ever! As we eagerly anticipate the studio's upcoming production opportunities, Chef and General Manager, Will Kreiner sent two of his leading Chefs to New York City for specialized training under seasoned industry professionals to ensure we're ready to hit the ground running. Chefs Adam Ratka and Dillon Ralph gained hands-on experience by working on the set of the upcoming film *Caught Stealing* and *The Daily Show*.

On the baseball front, The Bisons set a new team record for the number of members and total net revenue from the Buster's Kids Club Membership, offered to kids 14 years and younger. The club's growth has doubled since 2017, with net revenues increasing by 100% over the last five years. The success of the Buster's Kids Club, which is geared towards the team's Family Funday Sunday games, has helped the team attract more of their younger fans (and their ticket-buying parents) to the Sunday matinee games all season long.

The Northwest Arkansas Naturals had record-breaking sales in Groups and Suites. The team had a 2.8% increase in groups from last year and a 3.8% increase in suite sales over our previous high, set in 2022.

In West Virginia, the Black Bears completed their fourth season in the MLB Draft League, finishing second in the second-half standings. The team

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A message from Joe Segarra (continued)

also raised \$10,000 for local charities this season through jersey auctions benefitting WVU Medicine Children’s Hospital and Mountaineer Food Bank and donations to Monongalia County Schools from our “Stolen Bases” sponsorship.

As the holidays are closely approaching, the Ice at Canalside 2024-2025 season planning has been well underway with many new attractions and programs - including a new Ice Train, Hockey Shots zone, the return of Bumper Cars, as well as special programming such as Friday Night Lights at the Ice and Kids Skate Sundays! The rink opens November 20th through March 1st.

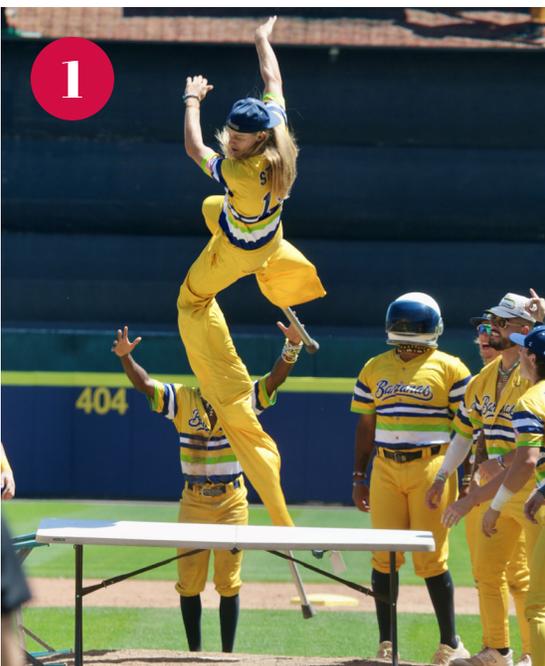
Looking ahead to 2025, I eagerly anticipate the Buffalo Bison opener, set for March 28th at 2:05, where we’ll face off against the Rochester Red Wings, the Triple-A affiliate of the Washington Nationals. The complete 2025 Playing Schedule is now available on the Bison website, so be sure to check it out! Don’t miss out on the excitement—reserve your season tickets today and take advantage of our **RPC associate link for discounted tickets**. A new link will be shared early next year. Let’s make this season unforgettable together!

Finally, I invite you to experience the **Rich Entertainment Group’s 2024 year in review video**, showcasing our top achievements over the past year via the link below. We are proud to highlight the incredible contributions of our nearly 500 associates who passionately serve Buffalo and their local communities. Their unwavering dedication embodies our mission: bringing families and friends together through unique and memorable experiences.



Stay tuned for exciting updates on Engage and new developments coming your way!

– **Joe Segarra**



Buffalo Bisons

For a whole weekend in July, Buffalo baseball went bananas! The Bisons hosted the famous Savannah Bananas and their opponents, ‘The Firefighters,’ for three straight games and packed Sahlen Field with three consecutive sold-out crowds. With the unique style of ‘Banana Ball’ filled with trick plays, fun skits, and great music, the Savannah Bananas delivered constant entertainment to nearly 50,000 fans. It was also part of the jam-packed two-week schedule of events for the Bisons front office staff, including nine Bisons games -including the annual KeyBank Independence Eve Celebration with the BPO- and the WYRK Toyota Taste of Country Concert. Nearly 150,000 fans came to Sahlen Field in just over two weeks.



Northwest Arkansas Naturals

Congratulations to our head groundskeeper, Stephen Crockett, for being named the Texas League Groundskeeper of the Year! Stephen and his crew delivered an exceptional field experience, starting with the Royals exhibition game in March. Their hard work and dedication earned them praise from both home and visiting teams throughout the season!

On March 25th, the Kansas City Royals Exhibition Game at Arvest Ballpark captivated an eager crowd of nearly 7,000 fans, achieving a record-breaking sellout within a week. The Royals' Opening Day roster featured stars like Bobby Witt Jr. and Salvador Perez in an exciting matchup against the Northwest Arkansas Naturals.

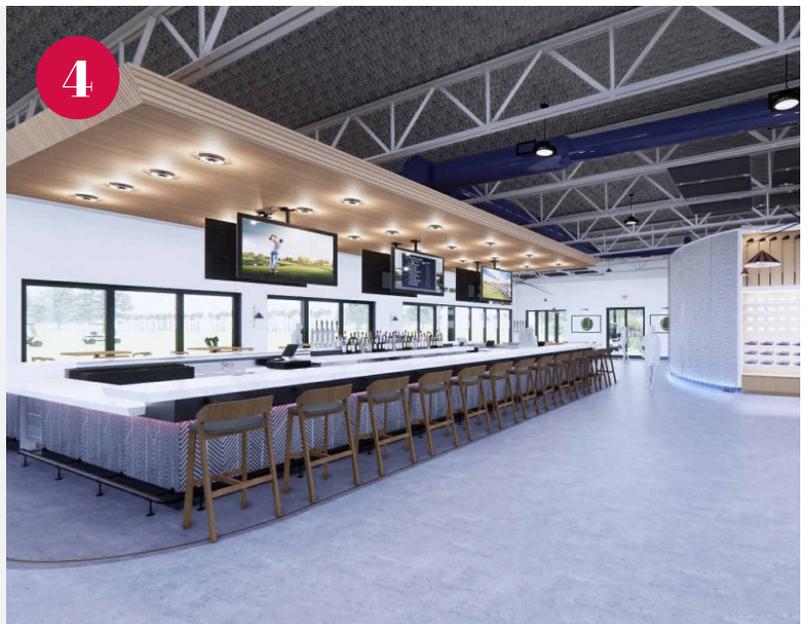


West Virginia Black Bears

The West Virginia Black Bears completed their fourth season in the MLB Draft League, finishing second in the second-half standings. It came down to the final game of the season, where the Black Bears fell just short of reaching their third consecutive championship game. The Black Bears, who moved from Jamestown, New York, in 2015, will celebrate their 10th anniversary season at Kendrick Family Ballpark. The team's home opener is set for Tuesday, June 10th.

Palm Beach National

Exciting news from Palm Beach National! We are thrilled to announce that the construction of our brand-new Clubhouse, Bar, and Restaurant, featuring state-of-the-art interactive InRange hitting bays, is nearing completion. Additionally, we are putting the finishing touches on our new Putting Green and Practice Area. Stay tuned for the Grand Opening details!





Rich's Catering & Special Events

As we reflect on a bustling fall, our calendar was filled with nearly seven major weekly events featuring hand-crafted menus. The meticulous logistics coordination and subsequent recovery for each event demands tremendous effort, and we are immensely proud of our team's unwavering dedication. Thanks to their hard work, we successfully welcomed over 21,000 guests across all business areas from September to October.

We're excited to welcome two new associates to our team: Morgan Calhoun, our new Event Coordinator, and Allison Pennington, who joins us as Powerhouse Catering Sales Manager. Congratulations to Emily Bandinelli, who has been promoted from Catering Captain to Event Coordinator.



Glen Iris Inn

Embrace the enchanting beauty of winter at the Glen Iris Inn and its stunning waterfalls! We invite you to book your stay in one of our cozy rental homes. All Rich's associates can enjoy a 10% discount on accommodations. Plus, if you book between January and February, you can take advantage of our fantastic buy one night, get one night FREE offer. Just remember to mention this promotion when making your reservations!



The Green Turtle Inn Restaurant

This Fall, Green Turtle Catering is thrilled to host the Good Health Clinic’s highly anticipated “Big Kahuna” luau, featuring local celebrities and colorful personalities in a spirited competition to raise funds for a vital low-income health clinic.

We are thrilled to announce that The Green Turtle Inn Restaurant has been honored with the prestigious 2024 Travelers’ Choice Award from TripAdvisor, a distinction awarded to only the top 10% of restaurants globally! This achievement reflects the Florida Restaurant Group’s unwavering commitment to delivering exceptional food and service to our valued customers. You can



find similar accolades on platforms like Yelp and Google, further underscoring our team’s dedication and hard work.

Congratulations to our General Manager, Jeff Evans, for being elected to the Islamorada Chamber of Commerce Board of Directors.

The Travel Team

The Travel Team has launched a new private website dedicated to the [Rich Travel Program](#). The Rich micro site provides a wealth of information on all things travel including the Rich corporate travel program details, Rich preferred suppliers, FAQs, details in how The Travel Team supports Rich meeting planners. In addition, the site contains the latest exclusive vacation offers and access to a self-service vacation site that leverages The Travel Team and Rich’s negotiated rates and deals. You can also access the private website via the new EnRich Café Travel Page.

THE CRISIS24 HORIZON

This platform offers critical pre-travel insights, including real-time safety risks for global destinations, travel advisories, health and safety tips, and a 24/7/365 emergency hotline—ensuring your safety is always our priority. To get started, log in to the Crisis24 Horizon platform by visiting the new [Rich Travel Program private website](#), exclusively for Rich’s associates. Here, you can find instructions on accessing both the desktop and mobile versions of Crisis24 Horizon and recorded training sessions to guide you

through the platform’s features. You can also find a link to the Rich Travel Program website through the redesigned “[Travel Hub](#)” page on Enrich Café (located under Find It > Get Help/ Resources). Once logged in, you can access a comprehensive dashboard with up-to-date travel security information, offering an intuitive and seamless experience. This tool is available to all traveling associates of Rich’s and Rich Entertainment Group (REG) within the United States and Canada.



THE TRAVEL TEAM





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ROAR Logistics

ROAR Logistics is thrilled to announce a special collaboration with Anchor Bar for its 20th anniversary! This unique co-branded label is a gift to their incredible associates in celebration of this milestone together!

Join us every Wednesday night at the Ice at Canalside for free community skate sessions, proudly sponsored by ROAR Logistics, and enjoy the winter season on ice!

Canalside

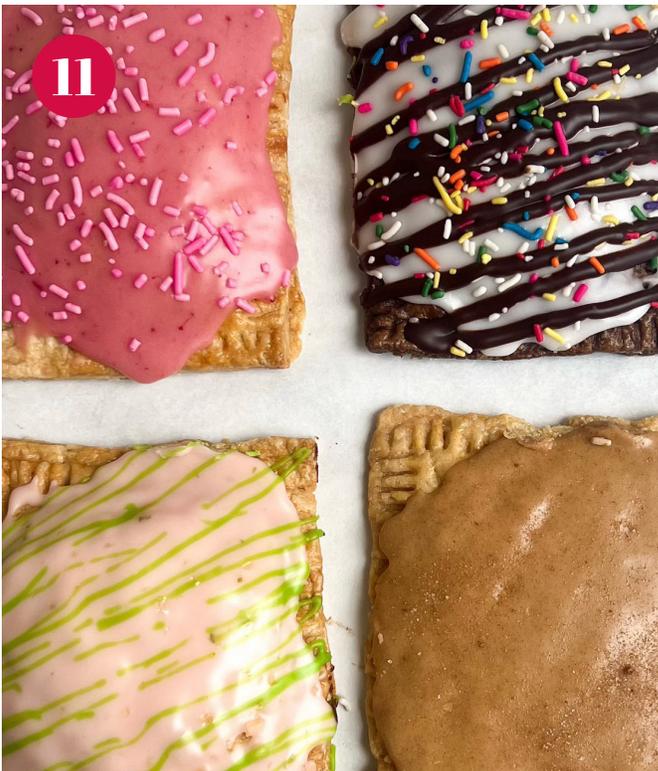
Exciting plans are in motion for the 2024-2025 Ice at Canalside season, featuring innovative attractions like the new Ice Train, Hockey Shots zone, and the return of Bumper Cars! Special programming, including Friday Night Lights and Kids Skate Sundays, promises fun for everyone.

We are excited to share that we will be donating approximately 50,000 free skate passes to all Buffalo Public School students! The Ice at Canalside opens November 20th through March 1st.

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Frost Artisan Bakery

Frost proudly expands its wholesale business by adding two new esteemed accounts: The Original Tea House in downtown Buffalo on Pearl Street and Blue Violet Café in East Aurora on Main Street. Both establishments will offer a selection of our delightful pastries and desserts, including pop-tarts, danishes, tres leches cakes, cookies, and more. Over the past year, Frost has also served the Ridge Restaurant in West Seneca with our delicious wholesale offerings.

Frost is excited to announce the launch of our Thanksgiving and Christmas menus! You can conveniently place your orders by calling the bakery during business hours or emailing Chef Jasmine directly at JHidalgo@rich.com.