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FOR IMMEDIATE RELEASE**

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## **SUPER-SIZED FANS SPIN SAVINGS AT ATLANTIC CITY CONVENTION CENTER**

ATLANTIC CITY, N.J.- The Atlantic City Convention Center has installed four super-sized fans on the ceiling of its four-story atrium as part of continuing efforts to incorporate more green into operating procedures at the Center.

The industrial grade ceiling fans, which are manufactured by the Big Ass Fan Company, measure 16 feet and 20 feet in diameter. At a cost of \$141,000, a total of four fans will save an estimated \$80,000 in heating and cooling costs per year for the Center. Maguire Electrical of Egg Harbor Township completed the weeklong installation process.

The fans were chosen based on their innovative design and incredible size. Big Ass Fans, a Lexington, Kentucky based company, incorporates fins on the edges of their fans' blades. The fins work to increase destratification, or mixing of air pockets, by as much as 30%. In turn, each fan will produce an estimated \$20,000 in energy usage savings throughout the year, recouping its price tag in less than two years for the Center. The fans' output will be controlled by the Center's current computer monitored energy management system. More information about Big Ass fans can be found at [www.bigassfans.com](http://www.bigassfans.com).

A 95 foot Reachmaster Falcon lift, with its multiple arms and spider-like structure, was used to hoist the enormous fans into place. According to Millville, N.J. based owner Trico Lift, it is the first time the \$300,000 specialty lift has been used for a project in Southern New Jersey.

"We're proud to take the lead in innovative strategies to save both energy and funds throughout all of our operations," said Jeff Vasser, president of the Atlantic City Convention & Visitors Authority, which operates the Atlantic City Convention Center. "This simple, cost-effective solution to better air flow will benefit everyone who uses the Convention Center."

"We are continuously looking for new opportunities to reduce energy expenses", said Charlie Beirne, Regional General Manager for facility management company SMG. "Between the 2.36 megawatt rooftop solar array to our newest installation, the Big Ass Fans, the Atlantic City Convention Center has and will remain committed to seeking out and improving energy conservation efforts throughout the facility."

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The Atlantic City Convention & Visitors Authority (ACCVA) has instituted a series of green initiatives at the Atlantic City Convention Center including the largest single-roof solar power array installation in the United States. The ACCVA is a founding member of the Convene Green Alliance, a grass-roots, industry initiative spearheaded by several associations that seek to affect positive environmental practices through national, regional and local outreach and education. Visit [www.atlanticcitynj.com/meeting\\_planners/green\\_initiative.aspx](http://www.atlanticcitynj.com/meeting_planners/green_initiative.aspx) for more information.

For information on the Atlantic City Convention Center, contact Mary Godleski at 609-348-7021, email [mgodleski@accenter.com](mailto:mgodleski@accenter.com), or visit [www.accenter.com](http://www.accenter.com). The Atlantic City Convention Center is an SMG managed facility.

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The Atlantic City Convention Center is the central East Coast's premiere meeting location. The \$268,000,000 center opened in 1997 and offers 500,000 contiguous square feet of meeting space and is convenient to all of the City's hotels. In June 2008, the Atlantic City Convention & Visitors Authority (ACCVA) and SMG awarded Pepco Energy Services, a subsidiary of Pepco Holdings, Inc. (NYSE: POM) a 20-year power purchase agreement with the Atlantic City Convention Center to install the largest single roof-mounted solar array in the United States. The project is expected to be completed in early 2009. The Center and Boardwalk Hall are operated by the Atlantic City Convention & Visitors Authority and managed by SMG. For additional information, visit our website at [www.accenter.com](http://www.accenter.com).

The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first in New Jersey to achieve Destination Marketing Accreditation by the Destination Marketing Association International. The Authority is among an elite group of 47 accredited convention and visitor bureaus throughout the United States. For complete Atlantic City information, visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com).

SMG is the world leader in facility management, marketing and development, with more than 28 years experience of successful facility management providing the finest services, the greatest entertainment, and the most positive customer experience for the buildings we manage across the United States and around the world. SMG delivers top-notch booking, marketing and sales, construction and operations consultation and operations development. Headquartered in Conshohocken, SMG provides facility services to more than 200 venues in 41 states, Puerto Rico, Mexico, Canada, Europe, China and the Middle East, controls over 1.5 million entertainment seats worldwide and manages more than ten million square feet of exhibition space. For more information about SMG, call 610-729-7900 or visit [www.smgworld.com](http://www.smgworld.com).