

*Press Release – July 2005*

### **Local Partnership to Operate Valley View Sports Complex**

A local partnership has acquired the lease of a 61,000 SF sports complex located on the north end of Valley View Mall, previously operating under the name “Zone Sportsplex” in north Dallas. The facility will reopen under the name “The Sportsplex at Valley View” in September 2005.

Valley View Sports Center, Ltd. negotiated the lease and operating agreement with Valley View Mall parent, Macerich Co. Terms of the lease agreement have not been disclosed. The owner of the project is **Valley View Sports Center, Ltd.** This Limited Partnership consists of Valley View Sports Center Management LLC as General Partner and equity investor **Swift Property Company** as Limited Partner.

The Partnership will operate the 61,000 square foot, two level field house under a long term lease with the mall’s parent, Macerich Co. The facility, located on the mall’s north side at Alpha Road between Montfort Drive and Preston Road, will target youth and adult athletes and features four USA Volleyball courts, three high school basketball courts, automated baseball batting cages and pitching / training tunnels for additional instruction.

**Jim Koch**, Partner, will serve as a Manager of Valley View Sports Center as well as Facilities Manager for the operating company of the facility. His primary responsibilities will include facility management, operational supervision as well as coordination and development of the various basketball, volleyball and baseball programs. Jim is a graduate of Southern Methodist University (1988) where he received a Bachelor of Science in Engineering Management. After graduation, he spent twelve years as a Project Manager and Sales Engineer in the industrial manufacturing field. Jim has spent the past five years developing, supervising and managing the Ice Training Center in Richardson, Texas. Ice Training Center is the area’s first “gymnasium” style ice hockey facility, currently running youth, high school and adult hockey programs.

**Johnathan Howard**, Partner, will also serve as a Manager of Valley View Sports Center as well as Director for all basketball programs and leagues. His principal responsibility will be organizing, developing and managing all youth and adult basketball programs for the facility. After graduating from Jesuit College Prep in 1995, Johnathan continued his education at Georgetown University as a student athlete. Johnathan received a Bachelors of Art in Government (1999) and a Masters in Public Policy from Georgetown (2001). After leaving Georgetown, Johnathan taught and coached at Jesuit College Preparatory for three years. Johnathan has spent the last two years managing the North Dallas Basketball League, a subsidiary of the company he owns, North Dallas Sports, whose mission is to use athletics as a tool to develop the character of youth.

**Steve Koch**, Partner, will serve as Director for all volleyball programs. His principal duties will be supervision of all court rentals, as well as marketing and promotion of all volleyball programs. Since graduating from Southern Methodist University (1980) with a

Bachelors of Arts in Mathematics and Physical Education, Steve has devoted the past twenty four years of his professional life to educating adolescents both in the classroom and through organized athletic programs. For the past eleven years he has served as Athletic Director for Jesuit College Preparatory in Dallas, Texas. Steve is also the founder and current owner of Dallas Junior Volleyball Club. Prior to starting Dallas Juniors, Steve worked eight years with the Austin Juniors Volleyball Club and directed the United States Junior Olympic Volleyball Championship in 1994. Steve is currently a Partner in Ice Training Center with Indoor Athletics.

**Askew Investment Company** will serve as the final operating partner of Valley View Sports Center. Askew Investment Company is owned by Phillip Askew and Ronald Reese. Phillip Askew has been involved in commercial real estate finance for the past 27 years. For the past 15 years, much of his efforts have been involved in providing equity from institutional investors to real estate developers in the Texas markets. Phillip has been involved with the athletic program at Jesuit, serving on the Booster Club as well as sending three sons through the school. Phillip has also served on the basketball coaching staff at Jesuit for the past five years.

Ronald E. Reese has been with Askew Investment Company since 1992 and was made partner in 1993. Currently, Askew and Reese are both with North Marq Capital in Dallas, Texas. Ronald Reese's primary responsibility has been the placement of long-term debt on behalf of life insurance companies and investors. Prior to his association with Askew Investment Company, he served with Travelers Insurance Company and Don Kimball Mortgage Company

For additional information regarding this facility, please contact:

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