

The logo for Direct Edge Media, featuring the words "DIRECT EDGE" in white, uppercase, sans-serif font on a dark rectangular background.

## **DIRECT EDGE MEDIA EXPANDS BUSINESS WITH ACQUISITION OF SIGN LANGUAGE XL**

**DENVER, CO., February 4, 2020** – Direct Edge Media, Inc., an industry-leading print communications company, announced today that the

Anaheim, CA-based full-service print communications company has acquired Sign Language XL (SLXL) from AEG. Terms of the sale were not disclosed.

Established in 2008, SLXL is a large format UV and Latex digital print shop, specializing in the production of Event/Venue Signage, Out-Of-Home billboards and Point-of-Purchase Signage.

“Direct Edge Media has always been rooted in being best-in-class partners known for outstanding customer collaboration to deliver powerful results without compromising cost, quality and time,” said Ryan Brueckner, CEO and Co-Founder of Direct Edge Media. “With the addition of Sign Language’s talented group of professionals and equipment set, we are excited to expand our business verticals while opening up Direct Edge’s technology platforms to SLXL’s current customer portfolio such as web-to-print, order automation and supply chain management.”

Following the closing of the acquisition, Direct Edge and SLXL will continue to provide commercial support to AEG for its company-owned events, owned venues and experiential marketing opportunities.

“As AEG’s core businesses continue to expand, we believe having a dedicated, full-time owner/operator in the print communications industry for SLXL is imperative for this outstanding company to continue to grow and reach its full potential,” said Todd Goldstein, Chief Revenue Officer, AEG. “We are incredibly impressed with the leadership and experience of Direct Edge Media and believe they will combine SLXL with their other assets to create an outstanding and industry-leading company. We look forward to being a Direct Edge customer.”

As part of the acquisition, Direct Edge will be moving its existing Denver team and consolidating everyone into the SLXL facility. This deal is part of Direct Edge’s greater expansion plan, with the goal to expand into Las Vegas and Texas by the end of 2020.

### **About Direct Edge Media, Inc.**

Direct Edge Media Inc. was established in 2001 and is one of the fastest growing print companies. Co-founded by Ryan Brueckner and Ryan Clark, the company started as a large-format photo printer and quickly evolved into full-service print communications company, providing a variety of capabilities ranging from its proprietary Print-on-Demand program to print production to warehousing and logistics. With its main office located in Anaheim,

California, Direct Edge also has satellite production sites in Orange, California and Denver, Colorado. For more information about Direct Edge Media, please visit our website at [www.directedgemedia.com](http://www.directedgemedia.com).

## **About AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. The company operates in the following business segments: Facilities, which, through its affiliation with ASM Global, owns, manages or consults with more than 300 preeminent arenas, stadiums, convention centers and performing arts venues around the world; Music through AEG Presents, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals such as the Coachella Valley Music and Arts Festival; Real Estate, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE, Mercedes Platz in Berlin and The O2 in London; Sports, as the world's largest operator of high-profile sporting events and sports franchises including the LA Kings, LA Galaxy and Eisbären Berlin; and Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 160 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).

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