



Media Release – Thursday 10 May 2007

## **ENTERTAINMENT CENTRE'S RECORD BLACK WITH PINK**

Today's announcement of Pink's fourth concert at the Adelaide Entertainment Centre 30 May, as part of the "I'm Not Dead Tour", sees the Entertainment Centre obliterate all previous ticket sales records.

Already this fiscal year, the Adelaide Entertainment Centre has taken more than \$25M in Gross Box Office takings; smashing the previous record of \$15.8M set two years ago in 2004/5.

Adelaide Entertainment Centre Chief Executive Officer, Anthony Kirchner said, "it's been an extraordinary 12 months with many headline international contemporary live acts heading our way, as well as some amazing productions such as *Boy from Oz* and *Walking with Dinosaurs*."

"The strong Aussie Dollar has made it relatively attractive for promoters to bring big names out to Australia, and Adelaide has done a great job in securing acts."

"South Australians have been fantastic in purchasing tickets in huge numbers to support the events," he said.

Importantly, the Entertainment Centre is on target to achieve a record operating profit also. The Adelaide Entertainment Centre has returned an operating profit 13 out of its 15 years of operation.

"We take great pride in not being a burden on the South Australian taxpayer from an operating perspective, and it will be very satisfying to deliver another strong result," Mr Kirchner said.

The strong run of events looks to be continuing with the Entertainment Centre already locking away many events for the coming months, including: Keith Urban 20 May, Crusty Demons 25 & 26 May, Jet & Eskimo Joe 9 June, Guns n' Roses 13 June, Human Nature 27 June, Christina Aguilera 17 & 18 June, Gwen Stefani 5 August, Elvis meets the Beatles 17 August, Countdown Spectacular 2 September, Steely Dan 11 September, Crosby Stills & Nash 4 Dec.

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