



Press Release

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Atlanta Falcons & AVYVE - A Winning Team

Atlanta, GA – February 6, 2006 – AVYVE, a leading audio visual systems integration company headquartered in Atlanta, Georgia, announced today the completion of several projects for the Atlanta Falcons. The projects consisted of the new Owners Club at the Georgia Dome, the FALCONS 365 retail stores located in Lenox and Perimeter Malls, as well as the new residence camp in Flowery Branch, Georgia.

The new Owners Club at the Georgia Dome is a private club and restaurant designed by Bill Johnson of Johnson Studios. The Club is sophisticated yet comfortable. AVYVE designed the high definition infrastructure to drive over 30 plasma and LCD TV's throughout the space. "Being involved early on in this project allowed us to closely collaborate with Johnson Studios creating an end result that is visually stunning," says Merry McCleary, President & CEO of AVYVE.



The retail stores are a dynamic environment with multiple plasma displays, X-Box entertainment corners, as well as distributed audio being heard throughout the space. AVYVE incorporated a Crestron control system creating a simple-to-use interface which allows the store managers easy control of content selection to each of the displays. Falcons fans find entertainment, as well as a wide variety of Falcons merchandise throughout the year.

At the residence camp in Flowery Branch, AVYVE installed a high definition surround sound media center for the enjoyment of the players throughout the training season.

About AVYVE:

Established in 1998, AVYVE is a nationally recognized audio visual system integrator headquartered in Atlanta, Georgia. A team of industry veterans specialize in the integration of a wide range of visual communication solutions for their corporate, medical and higher educational clients, as well as the homes of their leaders. AVYVE's strict focus is on the design, implementation, training and maintenance of their clients' systems. Areas of expertise include boardrooms, training facilities, media rooms, videoconference centers and command control environments commercially. Residentially, AVYVE provides whole home automated technologies encompassing audio distribution, lighting control, phone systems, as well as home theaters, networking solutions and video surveillance.

About Falcons 365:

Falcons 365 is a new one-stop shop for all things Falcons! Falcons 365 is part of the Arthur M. Blank Family of Businesses, which includes the 2004 NFC South Champion Atlanta Falcons, the 2005 Southern Division Champion Georgia Force, the AMB Group, LLC, and the Blank Family Foundation.