



**For Immediate Release**  
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*Paso Robles, CA.* – San Francisco based Prescient Entertainment, in partnership with AEG Live, has been selected as the exclusive promoter to book the inaugural concert season at the 3,300 seat Vina Robles Amphitheatre, which is set to open in summer 2013.

The new state-of-the art boutique amphitheatre is located adjacent to Vina Robles Winery's existing Hospitality Center in the heart of Paso Robles wine country. The amphitheatre, nestled on a picturesque oak-dotted hillside, will feature a combination of tiered reserved seats, VIP boxes, and general admission lawn seating; offering a variety of ticket pricing options for concert-goers. VIP and Season ticket holders will be able to immerse themselves in the full concert experience with access to luxury services including valet parking, VIP/artist reception area, and first-class pre show dining options.

The venue is scheduled to host 15 to 20 events a year between April and October beginning in mid-summer of 2013. Opening day has not yet been scheduled. "I am excited to partner with AEG Live and Vina Robles Winery to book our first of many seasons at this incredible new venue." says Lee Smith, President of Prescient Entertainment. "The addition of booking the Vina Robles Amphitheatre was a natural fit for us because we already produce concerts in similar venues in both Northern and Southern California. Vina Robles will allow us to bring these same artists to Paso Robles as they travel between cities."

General Manager, Tim Reed who has overseen the development of the project says, "This facility represents a new high-water mark for entertainment on the Central Coast and will forever change the local concert-going experience. We look forward to working with Lee and his team to bring first class concerts to Paso Robles. The Vina Robles Amphitheatre will become the premier outdoor entertainment destination between Santa Barbara and the Bay Area."

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### **About Vina Robles**

We craft wines that represent a stylistic bridge between the Old and New worlds, capturing the finesse associated with European wines while celebrating the bold natural flavors of our estate vineyards in Paso Robles. Here, proprietor Hans Nef and managing partner Hans – R. Michel bring their Swiss heritage to California's Central Coast, where they aim to unite the best of both experiences.

*European Inspiration – California Character*

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### **About Prescient Entertainment**

Prescient Entertainment was founded in 2011 by Lee Smith, a 30+ year Northern California concert industry veteran. In its first year, Prescient was awarded the exclusive concert promotion contract for The Mountain Winery in Saratoga, CA, producing over 60 shows in the award-winning venue (perennially nominated for Best Small Venue at the annual Pollstar Awards), as well as booking and producing additional concerts in Northern California and consulting with other venues and presenters in the region.

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### **About AEG Live**

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions, fifteen regional offices and owns, operates or exclusively books thirty-five state-of-the-art venues. The current and recent concert tour roster includes artists such as Alicia Keys, American Idol Live, Bon Jovi, Carrie Underwood, Daughtry, Enrique Iglesias, Jennifer Lopez, Justin Bieber, Kenny Chesney, Leonard Cohen, Paul McCartney, Taylor Swift, The Black Eyed Peas, Trey Songz and Wisin & Yandel. The company is also currently producing residency shows at The Colosseum at Caesars Palace in Las Vegas including Celine Dion, Rod Stewart and Shania Twain opening in December and is the exclusive promoter at The Joint at Hard Rock Hotel & Casino Las Vegas. AEG Live is also the largest producer of music festivals in North America from the critically acclaimed Coachella Valley Music & Arts Festival to Stagecoach Country Music Festival and New Orleans Jazz & Heritage Festival.

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