

WAR MEMORIAL AUDITORIUM ANNOUNCES RAYMOND JAMES AS CONCERT SERIES SPONSOR

NASHVILLE, TENN. – February 20, 2014 – War Memorial Auditorium, one of Nashville's iconic music venues, announced today that Raymond James has signed on as the first sponsorship partner for its signature concert series. This is the first sponsor relationship in the history of WMA and will allow the historic venue to continue to bring top-tier artist to its stage while supporting ongoing efforts to improve the venue's technology and infrastructure. The initial sponsorship agreement will last through June 2015.

"Raymond James is a well respected leader in the financial community, and we are so pleased that they see the value in an investment in War Memorial Auditorium," said Chief Operating Officer Brent Hyams. "We look forward to a long and mutually beneficial relationship."

"Raymond James is proud to play a part in bringing a diverse range of music to the War Memorial Auditorium's history-filled stage," said Bill Lynch, senior vice president of investments at Raymond James.

War Memorial Auditorium's sponsorship announcement only adds to the buzz surrounding the venue following February's capacity upgrade announcement and the installation of a new state-of-the-art sound system in 2013. WMA talent buyer Roger LeBlanc is also nominated for Pollstar's Nightclub Talent Buyer of the Year. Additionally, WMA is now one of Music City's rare live music venues at 2,000+ capacity with an open floor configuration. As the most scalable live music venue in Nashville, WMA can offer more tickets and attract larger audiences.

For more information about the iconic War Memorial Auditorium, visit [Facebook.com/WarMemorialAuditorium](https://www.facebook.com/WarMemorialAuditorium), [Twitter.com/wmarocks](https://twitter.com/wmarocks) or www.wmarocks.com.

War Memorial Auditorium: An Iconic Venue with Killer Sound

War Memorial Auditorium has an unparalleled history of music, politics and the arts. Once home to the Nashville Symphony (1925-1980) and the Grand Ole Opry (1939-1943), this storied concert hall remains a significant landmark for live concerts, recordings and broadcasts. Nashville's War Memorial Auditorium has rocked a wide variety of audiences for years, bringing performances by legendary music artists from *Ray Charles*, *Roy Acuff*, *The Eagles*, *Lady Gaga* and *Elvis Costello* to Hollywood starlets and presidential candidates *Richard Nixon*, *Lyndon Johnson* and *John F. Kennedy*, who gave speeches on the courtyard steps.

Since its dedication in 1925 to its 2013 reinvention, War Memorial Auditorium has earned a stellar reputation with artists and audiences alike for its world-class acoustics; open-floor and seated configurations; and charming neoclassical aesthetic. Recognized for its distinctive architectural design, War Memorial Auditorium was originally built to honor the Tennesseans who fought and died in World War I (1914-1918).

About Raymond James:

Since opening in 2006, the Nashville office of Raymond James & Associates, member NYSE/SIPC, has grown quickly – developing a reputation for excellent service and sound guidance. Today, the team includes more than 20 of the community's finest financial professionals, all supported by the strength of an industry leader – Raymond James. In 1962, Raymond James pioneered financial planning for the individual, emphasizing the importance of independence, intelligence, integrity and always putting

clients' needs first. Now one of the largest independent financial services firms in the United States, Raymond James remains dedicated to its founding principles.