



Steven J. Goodwin, ACA

Mr. Goodwin is the Chief Executive Officer and Chief Financial Officer of Hard Rock Park.

From 2000 to 2005, Mr. Goodwin was the Managing Member of The SG Group LLC where he was responsible for the development of the \$250 million Ricoh Arena in the United Kingdom.

From 1997 to 2000, Mr. Goodwin served as the Vice President of Strategic Development for Hard Rock International and the Managing Director for Hard Rock Hotel & Casinos where he was responsible for developing the Hard Rock Hotel at Universal Orlando, initiating development of the Hard Rock Hotel and Casino in Biloxi, Mississippi and overseeing construction the Hard Rock Live and Cafe in Orlando, Florida. From 1993 to 1997, Mr. Goodwin served as a Vice President of Theme Parks & Resorts for The Rank Group Plc. Mr. Goodwin managed The Rank Group's investment in the Universal Studios Florida theme park and oversaw the financing and development of the \$1 billion Islands of Adventure theme park, CityWalk nighttime entertainment venue and three resort hotels.

From 1989 to 1993, Mr. Goodwin was a manager at Price Waterhouse in London, England. Mr. Goodwin is a member of the Institute of Chartered Accountants of England & Wales and holds a BSc. with honors in Banking and International Finance from the City University Business School in London.



Felix Mussenden

Mr. Mussenden is the President and Chief Operating Officer of Hard Rock Park.

Mr. Mussenden was previously employed by Universal Studios, where he served as the President and Chief Operating Officer of the Universal Orlando Resort from 1999 to 2001 and, from 1997 to 1999, as the Executive Vice President of Attractions for Universal Studios Florida where he oversaw the pre-opening operations of the Islands of Adventure theme park, the CityWalk nighttime entertainment venue and three resort hotels.

Prior to that, Mr. Mussenden was the General Manager of Universal Studios Hollywood from 1992 to 1997 during which he oversaw the operational planning of Universal Studios Florida as well as assisted the growth of Universal Studios Hollywood from a Studio Tour into a full theme park.



Jon Binkowski

Mr. Binkowski is the Chief Creative Officer of Hard Rock Park.

Since 1989, Mr. Binkowski has owned and served as the Chief Executive Officer of Renaissance Entertainment, Inc., a full-service provider of live shows and multimedia attractions for the themed entertainment industry including the production of the successful Pirates! 4D theme park film which has played in theme parks and stand-alone theaters throughout the United States, Canada, Europe, Japan and Australia.

From 1984 to 1988, Mr. Binkowski served as the Vice President and Director of Entertainment for the Harcourt Brace Jovanovich Family of Parks, or HBJ, which included Sea World.

From 1975 to 1987, Mr. Binkowski served as a Corporate Producer and Manager of Productions for HBJ.