



PRESS RELEASE – FOR IMMEDIATE PUBLICATION

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TWO OAK VENTURES AND EXECUTIVE TEAM ANNOUNCED AS NEW ENTITY CONTROLLING AUSTIN FC AND FUTURE MLS STADIUM

Austin, TX (July 17, 2019) – Two Oak Ventures, LLC (Two Oak Ventures or Two Oak) has been announced today as the parent company and ownership group that will operate Austin FC, the 27th club in Major League Soccer (MLS), and affiliated assets, including the 100% privately-financed MLS soccer park and stadium to be constructed at 10414 McKalla Place in Austin, TX, and the future training facility of the Club, the St. David’s Performance Center.

The newly formed Two Oak Ventures entity will formally replace Precourt Sports Ventures. Two Oak is a privately held investment and management firm focused primarily on the sports and entertainment business and other related entrepreneurial and strategic ventures.

Anthony Precourt will serve as Chairman and CEO of Two Oak Ventures, as well as performing the same roles for Austin FC. Dave Greeley, Precourt’s lead executive on the MLS2ATX effort and the founding of Austin FC, will move into the role of President of Two Oak Ventures. Greeley will oversee all aspects of Two Oak in conjunction with Precourt. Greeley has partnered with Precourt since his initial investment in MLS in July 2013 and led the company’s recent formation in Austin, including its public-private partnership with the City of Austin for its McKalla Place venue. Joining Precourt and Greeley at Two Oak Ventures is Chief Financial Officer Lori McKirnan. McKirnan, a certified public accountant, has an accomplished background as a finance executive with Columbus Crew SC and the Atlanta Falcons, among other leadership positions.

“As Austin FC’s new parent company, Two Oak Ventures’ principal focus is building a vibrant MLS club that unites and instills pride in the City of Austin, and this proven executive team will continue to be critical to our success,” Precourt said. “Given MLS’s growth trajectory, to be successful and compete for championships and to realize our full ambition as a soccer club, we have to be more than a soccer club. Two Oak will help us realize that vision. Bringing in strategic, local investors will also play a key role in this evolution. We expect to announce in the near term a prominent group of local Austinites who will join Two Oak Ventures.”

Present initiatives of Two Oak Ventures include:

- Launch of Austin FC's first competitive season in 2021
- Design and construction of the 100% privately financed \$242 million MLS stadium at McKalla Place with its partner, the City of Austin
- Acquisition, design, development, and construction of the \$35 million training facility for Austin FC
- Strategic real estate developments tied to the MLS stadium at McKalla Place
- Other strategically aligned ancillary business ventures and investments

"Bringing major league sports to a dynamic market like Austin and becoming part of this community has been the opportunity of a lifetime," Greeley said. "With Two Oak's local presence and ownership and our commitment to Austin, we have an unbelievable opportunity to build Austin FC into an MLS powerhouse and to pursue other new and exciting ventures in our great city."

The name "Two Oak" is inspired by the Austin FC crest (logo) that shows two intertwining oak trees representing the Club and the City of Austin as one. Its two core business verticals of sports and entertainment also inspire the company name. The logo is intended to be a natural part of the brand family, have a clean and structured look, and convey sophistication and professionalism. The type in the logo is the same one used in the badge for Austin FC, creating a strong connection to the Club. The border around the type is Austin FC's Bright Verde color and frames Two Oak Ventures, giving it more prominence and making its unique name the hero of the visual identity. Austin-based The Butler Bros. designed the Two Oak logo, as the agency did with the brand work for Austin FC and 4ATX Foundation.

Two Oak Ventures is based in Austin, TX. In addition to the near-term announcement of local Austin investors, Two Oak will be looking to post jobs for local residents.

Ends

ABOUT TWO OAK VENTURES

Two Oak Ventures, LLC is a privately held investment and management firm focused primarily on the sports and entertainment business and other related entrepreneurial and strategic ventures. It is the parent company and ownership group of Austin FC (the 27th club of Major League Soccer and the first and only major league sports team in Austin), the operator of its home stadium being developed in Austin, the developer of the club's future training facility (the St. David's Performance Center), and an affiliate of 4ATX Foundation, the philanthropic organization of Austin FC. The "Two Oak" name is a reference to the two intertwining live oak trees in the badge for Austin FC (which represent both Club and Community) and the two main focus areas of the emerging Two Oak business – sports and entertainment. Two Oak will seek investment and business opportunities in both of those verticals. The company is formally referred to as "Two Oak Ventures" or "Two Oak" for short.

TWO OAK VENTURES LOGO AND VISUAL IDENTITY OVERVIEW

TWO OAK VENTURES / VISUAL IDENTITY ONE-SHEET

PRIMARY LOGO



LOGO ONE COLOR VARIATIONS



LOGO TWO COLOR VARIATIONS



THE INSPIRATION BEHIND THE IDENTITY

Two Oak Ventures is the parent company of Austin FC and an affiliate of 4ATX Foundation, so the logo is intended to be a natural part of the brand family, have a clean and structured look, and convey sophistication and professionalism. The "Two Oak" name is a reference to the two intertwining live oak trees in the badge for Austin FC (which represent both Club and Community) and the two main focus areas of the emerging Two Oak business - sports and entertainment. The type in the logo is the same one used in the badge for Austin FC, creating a strong connection to the Club. The border around the type is Austin FC's Bright Verde color and frames Two Oak Ventures, giving it more prominence and making its unique name the hero of the visual identity.



Austin FC Logo



4ATX Foundation Logo