

**Academy Music Group concludes negotiations and purchases**

# **The Brighton Hippodrome**

52-58 Middle Street, Brighton East Sussex, BN1

[www.academy-music-group.co.uk](http://www.academy-music-group.co.uk)

*Monday 19<sup>th</sup> February 2007;* **Academy Music Group Ltd (AMG)** is delighted to announce the acquisition of its **twelfth** venue and expansion for the **Group** to the **South Coast**.

**AMG** has successfully concluded negotiations and agreed terms on the leasehold interest of the **Hippodrome** on **Middle Street** in **Brighton** with Southampton property developers **Urbanfirst Ltd**.

An outstanding **Grade II listed building**, the **Hippodrome** dates back to **1897** as **Brighton Ice-Rink**, before in **1901** it was converted by renowned theatre architect **Frank Matcham** and renamed the **Hippodrome**. The following year it became one of **Brighton's** principal **variety theatres** offering high quality entertainment to all.

Many famous performers from the **music hall** era graced the **Hippodrome** stage in the early years from **comedians** and **singers** such as **Max Miller** and **Judy Garland**. As trends in entertainment changed over the years, the **1960's** welcomed performances by both **The Beatles** and the **Rolling Stones**, playing to capacity crowds along with many other stars.

It closed as a live performance venue in **1965** and became the **Mecca Bingo Hall** in **1967** until closing in **2006**.

Commenting on this latest acquisition, AMG's **Chief Executive Officer, John Northcote** says... *"Brighton is a great City, a location we've been looking into for some time. We're delighted at the prospect of maintaining and developing a site with such history, especially as this venue still retains many of its original features and grandeur of its early years. Our aim is to bring the Hippodrome back as a quality entertainment venue, working with local bands and artists as well as major UK and international acts."*

**Further development and investment details will be announced in due course.**

**Press Office: Louise Kovacs @ Academy Music Group**  
T. 0207 787 3128 / [louise@academy-music-group.co.uk](mailto:louise@academy-music-group.co.uk)

#### **NOTES TO EDITORS:**

**Academy Music Group (AMG)** is the UK's leading owner and operator of live music and club venues. Its principal assets are West London's **Shepherds Bush Empire**, **The Zodiac (Oxford)** and **Carling Academy** venues in **Brixton (London)**, **Birmingham**, **Bristol**, **Glasgow**, **Liverpool**, **Newcastle** and **Islington (London)**, **Bar Academy** sites in **London** and **Birmingham** and now the **Hippodrome, Brighton**. Its shareholders include the UK's leading concert promoters **Metropolis Music Ltd**, **SJM Concerts** and **Eire's MCD Productions**.