

WILLIAM W. HOLDEN, SR.

DEVCO International, Inc.

DEVCO-HOLDEN III, Inc. DEVCO Realty Group, Inc.
9484 S. Eastern Ave., Unit 195 Las Vegas, NV 89123 USA

702-743-3868 D/L 702-839-1380 Fax E-Mail: wholden43@gmail.com

- PROFESSION:** Real Estate and Development Consultant
Golf, Tennis, Swim and Sports Complexes
Resort and Theme Park Development Projects
Motor Sports Marketing and Promotions
Special Events Consulting and Management
Corporate Promotional Products Consultant
- REAL ESTATE:** Design, development, marketing, and consulting for commercial, industrial, retail and residential projects. Developer services for land owners, including site selection, site analysis, and governmental processing for project approval and development.
- SPECIALTY:** Sports, recreation, leisure, resort, hotel / casino, golf, commercial and industrial development projects and World Class Theme Park design-build projects to include master community planning.
- SERVICES:** Special Event Consulting to include pre-plan, logistics, theme, design development, operations plan, marketing, advertising, promotions, and project management.
- MOTORSPORTS Marketing, Promotions, and Sponsorship**
Tiger Racing International / TRI Motorsports Management
- Consulting for site selection, design, economic and feasibility studies, construction criteria, operations, management and project marketing proposals to include funding and development presentations.
- EDUCATION:** Pierce College / Woodland Hills, California
Real Estate 4.0 GPA
- LICENSE:** California Real Estate License 1981 - 1998
- MILITARY:** United States Air Force 1962 - 1977 Honorable Discharge
Technical Sergeant Air Force One Presidential Air Crew
NCOIC Medical Recruiting
Special OP's Viet Nam Veteran, Europe, Central & South America
Flight Steward/Loadmaster Nine Years Air Crew (9,000 Hrs.)
Technical Training Jet Mechanic / Crew Chief
- INTERNATIONAL:** 86 Countries (Military) 10 Countries (Corporate Service)

EMPLOYMENT HISTORY:

WILLIAM W. HOLDEN, SR.

January 1991 - 1999: DEVCO International, Inc. Chairman of the Board

DEVCO International, Inc. was established for the purpose of developing major “World Class” Projects through syndications, joint ventures, partnerships, and/or public offerings. DEVCO was selected as the exclusive design/build developer partner for projects in Hainan-China, Cape Verde-West Africa, Baja-California, and Atlanta, Georgia. Design-Build Developer for \$4.3 Billion project in Victor Valley, California.

January 1996 – 2005: DEVCO-HOLDEN CEO

MOTORSPORTS Marketing, Promotions, and Consulting for the racing industry. Midway and Sponsor Director for GFI Lake Elsinore Grand Prix 1997 –1998. SKUSA Super KART National’s 1998-1999 Sponsor and Advertising Marketer. GFI MOTO X Las Vegas 1999 Project Manager, Marketing, and Advertising Director. Las Vegas Motor Speedway 1999 Winston Cup Sponsorship, Suite Sales, and Event Marketing. Developer of the Las Vegas Speed Week 2002 and TRI Motorsports National Tour. Special Events and Advertising Specialties Consultant. Design, development, manufacturer, marketing, distribution, wholesale, and retail of custom designed products as an authorized Carroll Shelby Licensee and Reggie Jackson Licensee, representing Reggie Jackson and approximately 75 +/- Sports Notables and Hall of Fame Members memorabilia. VP Development - Vision Publishing / Aloha Las Vegas.

February 1992 – June 2009 DEVCO REALTY GROUP CEO

Real Estate firm established to consult on the redevelopment of the closed George Air Force Base and Special Project Advisor to the City of Victorville, County of San Bernardino, State of California, and CAL-NEV Rapid Transit Project. Incorporated and opened office in the State of Nevada.

February 1989 - February 1992: EXECUTIVE PROPERTIES CEO

Provided management and development of a full service professional real estate firm. Land acquisition specialist for a major development corporation. Special project manager for a proposed “World Class” theme park project. Top listing and sales agent for 1989, 1990, and 1991.

OCTOBER 1988 - SEPTEMBER 1991: Castillo Investment/Developers CEO

Project manager and design consultant for a \$55,000,000. 141 acre development in Apple Valley, California. This project included a 155 room hotel and conference facility, commercial / retail center, financial center and office complex. Additionally, 150 executive town homes, 30 custom estate homes and a destination resort, racquet, and swim club were featured in the overall development. A special consideration to consider was the environmentally sensitive and historical elements of the Mojave River Corridor, which passed through eighty acres of the project. This area was designated as the Mojave Wildlife Preserve and protected by the designer / developer.

JUNE 1986 - OCTOBER 1988: The Development Group CEO

Project Manager and design consultant for a \$55,000,000 project in Big Bear Lake, California which featured a 150 room marina hotel, 90 custom condos, 100 slip marina, 20,000 sq. ft. specialty retail, quality restaurant and lounge, 360,000 sq.ft. commercial / retail center, sports complex featuring racquetball, indoor tennis, squash, basketball, bowling center, olympic swim and dive complex. An urgent care center and related full service family medical facilities were included in the project. This site was extremely critical in design constraints for environmental issues and EIR mitigation.

EMPLOYMENT HISTORY:**WILLIAM W. HOLDEN, SR.****OCTOBER 1984 - JUNE 1986: Oceanside Realty / IREN CEO**

Developed and managed a major commercial / industrial sales and leasing office in Ventura, California. Instrumental in the development of major industrial complexes in Ventura County. Participated with the Ventura Chamber of Commerce to develop a marketing package for economic and tourism development in Ventura County.

OCTOBER 1983 - SEPTEMBER 1984: MacElhenney Group / Realty Advisors Consultant

Real Estate Specialist and International Marketing representative for the sales and leasing of commercial and industrial properties in Ventura County. Responsible for the preparation of economic and feasibility reports and site analysis for commercial / retail and industrial development projects. Prepared investor packages for offshore funding resources and limited partnership portfolios.

OCTOBER 1981 - OCTOBER 1983: ARABIAN TIGER INTERNATIONAL CEO

Owner / developer and International Representative for marketing design and development services for sports, recreation, leisure and resort facilities in the Middle East. Project development involved extensive travel overseas, international marketing and contract negotiations, public relations, State Department and Commerce Department coordination for international trade shows. Exclusive agent for major recreation companies which included: Arnold Palmer golf course design, Malibu Gran Prix, California Cooperage, Golf-n-Stuff, and many other quality service and equipment companies.

SPECIALTY CONSULTANT to the Middle East:

SAUDI ARABIA: Consultant to the Director of Commerce and Trade, Consulate General / Saudi Arabia and the Director of Development for the Royal Commission for Jubail, Yanbu and Taif. Responsible for consulting and marketing sports, recreation, leisure and resort development for Saudi Arabians and foreign nationals. Served as International Official for the first and second Saudi National Racquetball Championships. Assisted in development consulting for the Olympic Training Facility in Taif.

DUBAI / UNITED ARAB EMIRATES: Consultant to the Director of Sports and Recreation development. Responsible for rehabilitation design and consulting for four existing soccer stadiums in Dubai. Project included design and development criteria for a full service sports club, training center, social functions, and conferencing capabilities. Placed second in the bid process and awarded Open / Pre-Qualified Bid Status for future projects.

MANAMA, BAHRAIN: Consultant to the Director of Community Development / Royal Commission of Bahrain. Responsible for the design and development for a major sports complex, training center, and a family recreation project similar to Six Flags Theme Park. Direct consultant to Gulf Air Hotel Management for design / rehabilitation and expansion development for the Gulf Hotel property. A major renovation was proposed to include a sports complex, bowling center, theater and conference center, expanded rooms, remodeling to include major interior design, furniture upgrades and development of new restaurant and lounge facilities.

JANUARY 1977 - OCTOBER 1981: CEO and International Consultant

Responsible for site selection, economic feasibility studies, design / development proposal, construction materials selection, marketing proposal, operations and management guides for 97 racquetball, tennis and swim clubs in the United States and International locations.

MEMBER ORGANIZATIONS:

1999 – 2007

Las Vegas Chamber of Commerce
Nellis AFB Community Pride Liaison

1988 - 1998

HELENDALE Chamber of Commerce
VICTORVILLE Chamber of Commerce
High Desert Regional Economic Authority
National Association of REALTORS
California Association of REALTORS
Victor Valley Association of REALTORS
High Desert Construction Industry Association
International Council Shopping Centers
International Association of Amusement Parks and Attractions
International Racquetball Association
Printing Industries Association, Inc. of Southern California

SPECIAL ACCOMPLISHMENTS:

- 1991 Selected to West's Who's Who
 National Association of Real Estate Professionals and Real Estate Developers
- 1991 Nominated to West's Who's Who
 Man of the Year – REAL ESTATE

COMMUNITY SERVICES:

www.btgcharities.com

www.varep.net

www.2helpthevets.com

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International Consultant

January 2000 – Current: Specialty Consultant for Motorsports Series Development
Real Estate Consultant for the sale & purchase of Hotel -
Casinos, Industrial Properties, and International Resort
Development opportunities.
Specialty Consultant for Sports and Recreation Projects

July 2005 – Current: International Consultant for the evaluation and viability
studies for the acquisition of the former DINA Bus Plant
in Sahagun, Hidalgo, Mexico. Prepared the studies and
business plan for the rehabilitation and development of a
proposed manufacturing plant for 100% Electric buses,
trucks, and cars.

Completed the competitive marketing study and resource
study for vendors and manufacturers for the required
materials, products, and services for the completion of
this product line.

Prepared and presented the Business Development Plan
in Spanish for Investors and Government Officials in
Mexico.

June 2005 to Current: Develop the “La Vida Rica – Luxury Residence Club”
project for Deluxe Estate Properties to serve as
destination “Corporate Retreats” on a Private Club basis.
25 quality estates are currently being selected and a
business proposal was designed and packaged to be
submitted to investment bankers for their consideration.

September 2006 to Current: Discovered the development opportunity in Williams, Arizona on 48 acres to design – build a destination resort with Hospitality, Recreation, Transportation, Retail, Office, Food & Beverage and convenience services.
Negotiated the acquisition terms and conditions.

September 2006 to Current: Discovered the development opportunity in Mexico, in the State of Sonora on the Sea of Cortez and 10,876 + acres, with approximately 11.3 miles of waterfront and 3.3 + miles of major arterial frontage and rail access.

Assembled the design-build development team and then began design-build development strategies and competitive market analysis.

I prepared a brief presentation for initial funding and secured Stantec as the project design engineering firm. A site visit was completed the first week in April 2007 and a proposed conceptual plan was developed.

Investment bankers have been contacted to provide the funding resources for the phased developments of the *Los Suenos de Mexico* project.

Meetings were scheduled in late April for the planning team to see the site and discuss development requirements with the various departments of the Mexican government.

We have been invited to participate with the USA/Mexico Border Governor's conference, to be held in Tucson and Puerto Penasco, Sonora, Mexico.

January 2011 to Current: Ongoing development strategies for Las Vegas Speed Week and the Shelby International Grand Prix Racing Series for 17 races in the USA, Canada, and Mexico for 2014.

This project will require seed capital of \$25,000,000.

TRI Motorsports Management will be responsible for developing the racers and managing the Shelby International Grand Prix Racing Series.

June 2011 to Current Requested to assist a major International Auto Manufacturing company in the development of a Relocation Plan for the purpose of selecting appropriate properties to meet the needs of manufacturing parts and the required personnel to operate said facilities.

This included the development of logistical operational plans and staffing to accomplish this transition.

26 industrial properties were located and LOI's completed and purchase agreements prepared awaiting the transfer of funds to finalize the purchase contracts. All properties were researched through First American Title Company.

Transportation plans were prepared for the relocation of manufacturing equipment and personnel. A support plan was developed for the reception, processing, and assignment of all personnel being relocated. Housing requirements were established and a timeline as to absorption.

All refurbishing, maintenance, furnishings, food, and supplies were planned. Communication plans were provided to allow all personnel to be able to communicate with their families globally in their off time and in their residence.

Financial services were planned to assist each employee to be able to manage their accounts and to transfer funds as needed for their families.

This is a World Class project and will greatly affect the current economic crisis and will create a minimum of 10,000 plus employees and many supporting vendors and co-contractors.

5 / 2012 to Current:

Aloha Las Vegas. Magazine, Gifts, and Apparel
This project was originated on 19 October 2001, following 9/11. Las Vegas and Hawaii had suffered tremendous economic impact with the loss of tourism and all related products and services supporting the hospitality industry. The *Aloha Las Vegas* project was not accepted at that time. We now feel that it is a good time to move forward with the project.

On 15 May, Mr. Holden was contacted and an inquiry made as to whether he still had the Aloha Las Vegas magazine project available. He replied that he did have everything related to the project. He was instructed to update the business plan and to present it to Mr. Leong.

The *Aloha Las Vegas* Business Plan and Executive Summary were completed and presented 1 June 2012. On 1 August, Mr. Leong approved the project and Mr. Holden was instructed to move forward with the project. The major intent was to cross market Hawaii to Las Vegas and Las Vegas to Hawaii utilizing Hawaiian Airlines, a Resort Hotel in Hawaii, and a major Hotel Casino in Las Vegas.

Additionally it was intended to market the Hotel Casino to the Hawaiian community to provide gaming junkets, utilizing charter aircraft and a hospitality package provided by the Hard Rock Hotel Casino.

Funding for the magazine of \$1.5 million was to be provided as of 15 September 2012 to move forward with the magazine and related products and services required for the project. Aloha Las Vegas, Inc. and HRH Platinum Travel, Inc. were incorporated 22 August 2012 in Nevada.

Office and warehouse leases were arranged and all required vendors, printer, call room equipment specialists, office equipment, and furniture were arranged. All was predicated on receiving the funding for the project.

The project funding had been delayed based on the approval of the Nevada State Gaming Commission for a “Junket License” to be issued for HRH Platinum Travel to operate its plans to provide gaming clients for the Hotel Casino.

Until that license had been issued, the *Aloha Las Vegas* project is on hold. Mr. Holden has continued to manage the project and arranging for staff, management team, design and production services for the gift and apparel line as well as maintaining communication with all of the vendors and employee applicants, until funding is provided.

Mr. Holden is preparing a web site and marketing plan to create the *Aloha Las Vegas* Founder’s Club in order to generate the required capital to move forward with the project.

6/2012 – Current

Consultant to HRH Platinum Travel and Mr. Leong for the purpose of negotiating with other hotels to secure Junket Licensing and contracts for providing clientele from Hawaii, Europe, and Asia for the purpose of gaming.

Provided consulting for Mr. Leong to support the location of a major parts and assembly plant for foreign auto manufacturer. A contract to assemble 100,000 cars annually is currently being finalized. The buildings for the assembly plant have been located and lease agreements are being prepared.

Provided the consulting for Mr. Leong, ET AL to submit a purchase offer for the Shelby American, Inc. Corporation and creating an expansion plan for their services, R&D, High Performance Vehicles, and a full line motorsports completion team and the design and manufacturing for the competition vehicles for each division.

This will require the development of a Shelby American Motorsports Division competition management team.

5/2013 to Current:

Mr. Holden was requested to join LUX Brazil Entertainment as the S/VP Business Development for the purpose of developing and ongoing Brazilian Themed Attraction called “Carnaval do Brazil”. Negotiations were begun immediately with Caesar’s Entertainment and the Rio Suite Hotel and Casino to Host the 2015 “Carnaval do Brazil” to be held from 1 to 5 May, 2015. That contract is to be acknowledged and finalized by 3rd Quarter 2014. A full business and marketing plan has been completed and a full special event program completed.

Additional events are being planned in Scottsdale, Arizona and San Diego, California for September 2014. A proposed event is planned for November 30 in Pompano Beach, Florida.

Mr. Holden has been negotiating with Carnival Cruise Lines to develop a “Carnaval do Brazil” charter cruise to begin Summer 2015. Mr. Holden has also been negotiating with TAM, GOL, and Condor Airlines to arrange for charter flights Non-Stop from Sao Paolo, Brazil to Las Vegas, Nevada. Negotiations are also being discussed with Delta Airlines and US Airways.

Beginning 4th Quarter 2013, LUX Brazil Entertainment will be hosting a FOX Brazil TV show on Thursday evenings at 8:00 pm for a weekly one hour show with the renowned female entertainer – Sandra Porto – the Shania Twain of Brazil as the show’s Hostess. Mr. Holden is currently negotiating with GM to sponsor the entire program.

The Brazilian market will become the target of heavy programming, business development for the next three years because of the World Cup in 2014, International games for 2015, and the Olympics in 2016.

NOTE:

Mr. Holden is available as a project consultant and / or manager. He can be contacted at 702-743-3868 or by E-Mail: wholden43@gmail.com.....