



**For Immediate Release**

## **Victory Hill Exhibitions Expands Creative Team**

*Mindi Lipschultz and Josh Steadman Join VHE, Bringing Conceptual Expertise, Veteran Experience to Global Experiential Company*

**Los Angeles (July 14, 2016)** – Victory Hill Exhibitions (VHE) announced today two senior-level hires for its growing creative team, Mindi Lipschultz and Josh Steadman. Under the direction of Chief Creative Officer Nicholas Cooper, Lipschultz will serve as Senior Creative Producer and Steadman will be Creative Director of Design.

The additions come in the heart of a banner year for VHE. In April 2016, the company's global, interactive experience – Avengers S.T.A.T.I.O.N. (Scientific Training and Tactical Intelligence Operative Network – opened at Esplanade De La Defense in Paris. Shortly thereafter, on June 22, Avengers S.T.A.T.I.O.N. opened Treasure Island Hotel and Casino on the world-famous Las Vegas Strip. Additionally, the company also recently announced its forthcoming openings in Singapore (October 2016), Taipei, Taiwan (June 2017) and Sydney, Australia (December 2017).

“With the expansion of our creative team, VHE is now equipped with not only the breadth but now also the depth to produce and create innovative concepts,” said Cooper. “These concepts include our existing intellectual properties - Marvel’s Avengers S.T.A.T.I.O.N. and Hasbro’s Transformers – as well as, exploring future working opportunities and possibilities.”

Lipschultz joins VHE with nearly 30 years of diverse experience in the entertainment and exhibition industries. Prior to joining VHE, Lipschultz was the Director of Production as well as the Director of New Media for Rubicon Group Holding’s (RGH) themed entertainment media and new media divisions. At RGH, she managed a team of 65 artists and also focused on game-changing immersive experiences, including virtual and augmented reality initiatives. Additional career highlights for Lipschultz include being the Creative Producer of the 2010 Shanghai World Expo and Media Producer for Idea Monkey Inc.’s Expression Show at the ArtScience Museum in Singapore.

Steadman joins VHE from FOX Studios where he served as Art Director. Among his accomplishments with FOX Studios, he redesigned a 25-acre plot of land based on a popular FOX film franchise, conceptualizing rides and seeing them through to fruition. Steadman was also a Production Designer for Walt Disney Imagineering, where he created original attraction concepts for Shanghai Disneyland. Steadman’s production expertise also extends to the theater world, where he designed numerous sets at University of California-Davis and University of California – Irvine, among other renowned, international festivals. He also served as a production illustrator for the hit ABC show “Wipeout.”

## About Victory Hill Exhibitions

Victory Hill Exhibitions is an exhibition Production and Distribution Company focused on delivering engaging, educational and immersive attractions for the global market. The company is the industry leader in creating and delivering innovative and captivating content for events, immersive attractions, interior architecture and experiential environmental spaces. With a focus on developing long term trusted and strategic relationships, Victory Hill Exhibitions delivers some of the most renowned and critically acclaimed exhibitions to the museum and entertainment industries. Using the latest technological capabilities and storytelling techniques, Victory Hill delivers impressive, visually appealing, educational content, and entertainment enjoyed by visitors of all ages. Victory Hill Exhibitions is a 100 percent subsidiary Cityneon Holdings Ltd, a company listed on the mainboard of the Singapore Stock Exchange. For more information, please visit [www.victoryhillexhibitions.com](http://www.victoryhillexhibitions.com).

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### **Media Contact:**

The Firm Public Relations & Marketing – 702.739.9933 – [VictoryHillMedia@thefirmpr.com](mailto:VictoryHillMedia@thefirmpr.com)