



On behalf of our owners – Gene Simmons, Paul Stanley, Brett Bouchy, and Doc McGhee, I'd like to first welcome you to the LA KISS family! As we look forward to giving thanks and appreciating the things in our lives, we can be thankful for one more thing – Pro Football is finally coming back to LA!! Yes, let that soak in...in less than 5 months we'll be kicking off our inaugural season at Honda Center.

Over the last three months, we have been moving quickly to build our organization and prepare for our heavily anticipated Opening Day on April 5th. I'd love to share some of the things we have been working on, as well as what to expect this season.

The Team -

We are happy to have the 2013 Coach of the Year, Bob McMillen, as our Head Coach. Bob and our Director of Player Personnel, Scott Bailey, have been working around the clock to attract the best available talent to our inaugural roster. Bob knows how to assemble a winning team and we are thrilled with his progress. We will continue to announce new players into camp through February.

LA KISS Logo, Jersey and Helmet –

We're excited to have the creative genius of Paul Stanley behind these key elements. You're going to love the flame designs incorporated into our jersey this season! We'll share this as soon as it's finalized or we may unveil these on a special date in January, more to come! For our helmet, we're speaking with a variety of companies to incorporate a chroming process into a design that will pull our overall look together with some flair, a lot of flair. It's KISS after all.

Merchandise –

We are honored to have some of the best minds in the business working with Paul to create our initial merchandise in addition to other fan items. Our replica jerseys look fantastic and will be unveiled by Gene and Paul at the Anaheim Ducks vs. L.A. Kings game at Honda Center Dec 3rd. The first 100 fans to purchase a jersey will get the opportunity to have it signed at the game! We have many other special things in store for this game which has been deemed KISSMAS Night at Honda Center! I hope you can make it.

KISSMAS Holiday Campaign –

On December 3rd we will be kicking off our KISSMAS campaign with a full day of activities and appearances. We have aligned with the team at Jimmy Kimmel Live to construct a 10-foot tall "KISSMAS Tree" made entirely of our LA KISS helmets. You have to see it to believe it. The tree will be at the Irvine Spectrum from 1-4 pm then it will be at Honda Center adjacent to the Team Store later that evening. We will be continually updating the tree's location on our social media throughout the month so make sure to like us on Facebook and follow us on Instagram.





With that said, during the month of December we will be giving away merchandise, tickets, and unique experiences as part of our 25 Days of KISSMAS on both Facebook and Instagram. Most important, with every season ticket purchased during the month of December the LA KISS will donate a gift for the Children's Hospital of Orange County; so if you have friends or family that might enjoy experiencing the LA KISS this season, have them call - 714-462-KISS.

Director of Ticket Sales –

Chris Tamburrelli has joined us after 16 years as the Director of Ticket sales with the Orlando Predators. He will be reaching out to each of you individually in the coming weeks to introduce himself, discuss your seat location, and talk through any questions you may have. He will also work with some of you on seat relocations given a new layout to the building we are working on. I trust you'll enjoy working with him; we are happy to have him on board. In the meantime, should you have any questions please feel free to email him at chris@lakissfootball.com

National TV Deal -

We will be making an exciting announcement next week about the AFL's National TV deal, stay tuned for that!

What to expect this season -

Over the next four months, we will be working on creating a game day experience that has never been seen before. Just as KISS has become synonymous with delivering a “spectacle” over the last 40 years, the LA KISS will strive to do the same for you, all season long! We will be building a permanent stage behind an end zone that will play home to top recording artists and special appearances throughout the year; we will announce these in the coming months. Each game will feature special limited edition giveaway items from bobble heads to sleeved blankets among other collector’s items. Finally, as season tickets holders, you will all be treated to a special KISS concert at Honda Center! These things are just some of the many ways we will deliver on our commitment to provide you the best possible entertainment experience in professional sports!

I couldn't be more pleased to be your Team President or more excited for what you'll experience this season.

Thank you for your support and Happy Thanksgiving!

Schuyler Hoversten
President
LA KISS

