

RAMS

US on Highway Diesel Fuel Prices for California:

2/03/14: \$4.072 per gallon
2/10/14: \$4.080 per gallon
2/17/14: \$4.075 per gallon

Change From:
1 Week ago: - 0.005 ↓
1 Year ago: - 0.286 ↓
Data as of 2/19/2014

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DIRECT & BEYOND, INC
DIRECT SHIPPING BEYOND LIMITATION

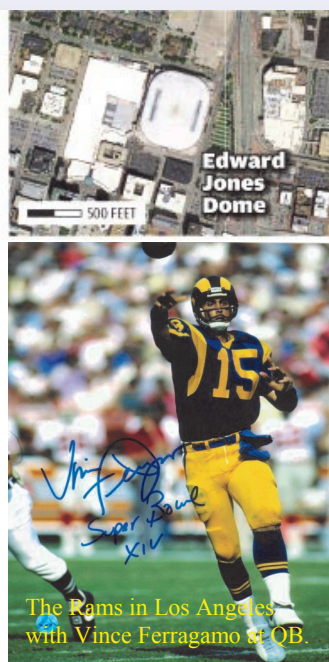
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DBI Insider

focus



Stan Kroenke Silent About Purpose for Land Purchase

By The DBI Staff Writer

Billionaire sports and land mogul Stan Kroenke recently purchased a 60 acre plot of land in Inglewood, Ca., right in between the recently refurbished Fabulous Forum and the now closed Hollywood Park. Mr. Kroenke is the owner of several professional global sports franchises that include Arsenal of the English Premier League, the Colorado Rapids of the MLS, The Colorado Avalanche of the NHL, The Denver Nuggets of the NBA and of course the St. Louis Rams of the National Football League. In addition, Kroenke is one of the top 5 land owners in the entire United States. So, its no big deal for someone of Stan Kroenke's stature to purchase a mere 60 acres, right? Well, lets dig a little bit more into this situation...

The upcoming 2014 NFL season will be the Rams last year under their lease at the Edward Jones Dome (EJD) in St Louis. Right now, the Rams attendance is one of the lowest of all NFL franchises. In addition the Edward Jones Dome is in need of

serious upgrades to bring it up to current NFL stadium standards. The Rams ownership has fought a losing battle with the City of St Louis to use tax payer dollars to upgrade EJD. So far, the city has only agreed to bearing only a fraction of the cost that the Rams need to upgrade their home stadium. Part of the terms of the lease agreement with EJD was that the stadium be in the top 1% tier of all NFL stadiums every 10 years. The stadium commission has not kept their portion of that agreement that was penned back in 1995.

There have been several attempts over the last twenty years by several NFL team owners and local developers to get an NFL franchise back in the 2nd largest TV market in the country. In addition, for the last twenty years, NFL executives and NFL team owners have always used Los Angeles as the great bargaining chip to get a city to acquiesce to its demands for new stadiums or major overhauls. The choice has always been, "You do these upgrades or build a new stadium or we're moving to L.A.". So, a lot of the major stadium upgrades or new builds have Los Angeles to thank for it. The closest we ever came to having an NFL franchise in LA was back in 1998 when we lost the bid for the newest NFL expansion team which ended up in Houston as the Houston Texans.

Then, beginning in 2008, billionaire developer Ed Roski came up with his own proposal to build a state of the art, completely self-financed stadium in the city of Industry by the name of Grand Crossing. Later on, entertainment powerhouse AEG went through all of the political hurdles for their own NFL stadium project that even has a \$700 million dollar naming right in place: Farmers Field. Farmers has the okay from the city of LA to build. The only thing holding either one of these stadiums up is an NFL team agreeing to moving to LA. The catch is, whichever team has the leagues blessing to move must also be willing to sell a majority stake in their team to either Roski or AEG. Not a very attractive allurements. So what's so different now about this situation? Well, for one, Stan Kroenke is an NFL owner who has now purchased a major piece of real estate that sits adjacent to the historic Forum; long time home of the championship era Lakers and right smack-dab in the middle of the recently closed historical Hollywood Park. The whole site sits on 260 acres. Additionally, this is not Kroenke's first foray into the LA sports scene. He and his team were one of the final bidders to purchase the Dodgers when they were up for sale. Lastly, let's not forget one major difference between this move and past moves. Stan Kroenke is the owner of the St Louis Rams. The same Rams that have a 49 year old history (1946-1994) of calling Los Angeles their home turf and who still have a very, very large fan base here. Some say that the 60 acre piece of land that Kroenke purchased is not large enough to fit an NFL stadium. Perhaps those critics have forgotten that the Seahawks noisy home stadium sits on a mere 30 acres and that the Indianapolis Colts stadium sits on 25 acres. As you can see from the photo above, a stadium the size of EJD would fit nicely in that newly purchased plot of land in Inglewood. And although Stan isn't speaking about his intention for this land, his actions speak much louder than his words could ever do. Let's hope that his intent is to bring the Rams back to their rightful place. In the meantime, we do as we have always done in LA these past twenty years: we wait.



Review of CES 2014

By DBI Staff Writer

Last year we did our first write up of the annual Consumer Electronics Show in Las Vegas, NV. For those who may not know, CES is arguably the largest electronics show in the entire world. This year the show broke new records with 3,200 exhibitors on hand, two million square feet of exhibit space and 150,000 attendees. Roughly 35,000 of those attendees were from outside of the United States. If you're an individual who likes to peer into the future of technology then this is the show for you.

This year's show focused a lot on wearable devices and 4k smart televisions. Last year, we told you about those 4k televisions being showcased at 2013 CES. 2014 also was another showcase year for 4k TV's. If you're not familiar with what 4k is, it's basically a TV that has 4 times the resolution of current HD screens. Last year, these newest TV's were still in the development stage. This year, many manufacturers were displaying their models that are destined for the sales shelves. Vizio was showing off their P-Series Ultra HD set. Asking price is \$1,000 for a 50-Inch set. This would allow the user to watch 1080p content and be ready when 4k content is more prevalent.

Also on display from several exhibitors are devices that are rapidly becoming the newest trend: wearable electronics. Although most of the wearable items were wristbands, there was one ear bud version that was getting a lot of attention—the Intel Smart Earbuds. These Earbuds essentially do the same thing as wristband do: track calorie, pace, distance and time data. What sets these Earbuds apart however is that it will also track your heartbeat in real time and will show you a visible history graph on your phone's screen. In reaction to either a high or low jump in your heart rate, the device will play music to either speed up or slow down your heart. These Earbuds should go on sale later this year.

All in all, CES 2014 was a highly successful. We once again got to see what the future holds for those of you who love to embrace the ever expanding field of technology. We'd thought we'd end this article with the Wired's Top 10 list from CES 2014. For more info visit www.wired.com. Enjoy!



Oculus Rift



Sony Handycam

1. Oculus Rift
2. Sony Handycam FDR-AX100
3. Sony 4K Ultra Short Throw Projector
4. Vizio's \$1,000 4K Television
5. Pebble Steel
6. Intel Smart Earbuds
7. Razer's Project Christine
8. Mophie Space Pack
9. GoldenEar SuperCinema 3D Array XL
10. DoorBot

DoorBot



SuperCinema 3D Array XL



Sony 4K Short Throw



Vizio P-Series 4K



Pebble Steel



Intel Smart Earbuds



Project Christine



Mophie Space Pack

President Obama Ups The Ante on Commercial Truck Emissions From The Wall Street Journal

On Tuesday, February 18, 2014, President Barack Obama ordered his administration to develop and implement new fuel efficiency standards for medium and heavy duty commercial trucks by March 2016. Environmental groups and large trucking industry alliances came out in favor of the order while representatives of smaller operators expressed worries that coming regulations would raise prices on future truck purchases. The call for tougher fuel-economy standards is part of the president's climate change strategy, a focus of his second term, and delivers on proposals he had previously suggested as early as last June in a speech on his environmental plans. The announcement of standards for vehicle fuel efficiency is the latest of several actions by Mr. Obama in which he has turned to his executive and regulatory authority, because his administration has been struggling to pass initiatives through congress.



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