

MICHAEL V. ROBERTS, JD
Chairman & CEO
The Roberts Companies



Michael Roberts is the classic American entrepreneur. Born to middle class hard working parents, educated in the St. Louis public school system, he worked his way through college and law school to become one of St. Louis' leading businessmen. Throughout his rise in business, Mr. Roberts maintained a strong commitment to the African-American community from which he came. Locating his headquarters in the heart of this community, his endeavors over the last thirty-five years have created thousands of jobs and entrepreneurial opportunities, raised the level of economic activity and enhanced the quality of life for the African-American community.

Mr. Roberts' broad range of professional knowledge and experience developed as both a business owner and public official (St. Louis Board of Aldermen, 1977-1985) encompasses the application of innovative financing strategies for large public projects, public-private sector development negotiation strategies, and successful management techniques for urban commercial properties. His leadership in the creation of innovative strategies for financing of redevelopment projects propelled the City into a major redevelopment phase that lasted throughout the 1980s.

In the decades that followed, Mr. Roberts used his extraordinary and creative leadership abilities to build a business empire that encompasses television and

radio broadcasting, real estate development, plus hotel ownership and management. Today, he is one of America's most successful and respected African-American business leaders, and is the recipient of numerous awards such as:

- **2009 Trumpet Award for Business**
- **2007 Ernst & Young Entrepreneur of the Year**
- **Morehouse College Distinguished Leader**

And, selection as a participant in some of our country's most prestigious programs:

- **Citizen Ambassador Program, Securities Delegation to China, 1996**
- **Army War College, 2001**
- **Joint Civilian Orientation Conference (JCOC) '75 trip to South America, 2008**
- **Member, Federal Communications Commission (FCC) Diversity Advisory Committee, 2009**

The bio that follows is a chronicle of his rise to success.

Roberts-Roberts &

Associates (RR&A) was founded by Michael Roberts and his brother Steven in 1974. RR&A is a minority-owned business consulting and construction management firm headquartered in St. Louis, MO. RR&A serves major corporations, governmental and quasi-governmental agencies, and private owners in the management of all phases of a construction project, including the design and management of programs to ensure the participation of Minority-owned, Women-owned, and Local Small Businesses. RR&A has served as consultant to a wide variety of public and private sector clients over the past twenty-

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nine years, managing MBE/WBE participation as construction contractors, vendors and suppliers in projects throughout the country whose cumulative cost exceeds \$30 billion.

Roberts Broadcasting

Company, was founded in 1989 by Michael and his brother Steve. Roberts Broadcasting [RBC] is licensee for WRBU-TV, Channel 46, in St. Louis, MO, the first African-American owned, full-power television station to enter the St. Louis market in over twenty years. Originally, an affiliate of Home Shopping Network, TV46 became an affiliate of UPN in April 2003. In September of 2006, WRBU will become an affiliate of FOX owned MYNETWORK TV. WRBU broadcasts to over 2.5 million viewers in the St. Louis ADI. In the early 1990's ***Roberts Broadcasting*** began an expansion that added nine full power and two low power minority-owned television stations in:

Denver, CO (sold)
Raleigh-Durham, NC (sold)
Nashville, TN (sold)
Jackson, MS (Launched 2005)
Hartford, CT (sold)
Columbia, SC (Launched 2006)
Salt Lake City, UT (merger)
Pensacola, FL. *low power* (sold)
Albuquerque, NM (merger)
Mobile, AL *low power* (sold)
Santa Fe, NM (sold)
Evansville, IN (2007)

Roberts Brothers

Properties



RBP was formed in 1982 as Kingsway Centre Partnership when Mr. Roberts purchased the old Sears [department store] building, now named the Victor Roberts Building, which stood vacant in a severely depressed section of St. Louis City. The city's largest commercial office building outside of the downtown business district (200,000 square feet), the old Sears building threatened to become a symbol of the pervasive economic depression that plagued St. Louis' inner-city. By 1985, under Mr. Roberts' business leadership and hard work, the Victor Roberts building had become a thriving commercial center, delivering goods and services to more than 3,000 people per day. Mr. Roberts' success in revitalizing this commercial center was characterized by his ability to create innovative financing strategies and recruit a mix of tenants, which maximized social and economic benefits for the community. In 1991, the Roberts' added significantly to their community's economic progress with the opening of a new Aldi Supermarket -the largest Aldi store in the state of Missouri -constructed on the corner of the building's parking lot. In 1999, Mr. Roberts developed the 14,000 square foot out parcel adjacent to the Victor Roberts Building, attracting Blockbuster Video into the minority community for the first time. This development also includes a Domino's Pizza and State Farm Insurance office.

Roberts Lofts on the Plaza



Roberts Lofts is RBP's major development project in downtown St. Louis. Mr. Roberts purchased the old St. Louis School Board

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building in 2003. Renovation to provide 47 loft apartments and commercial space on the first floor **will** add the vital element of modern and convenient housing in the City's downtown redevelopment activities.

Roberts Place includes

renovation of the historic Enright School into 72 apartments and construction of 24 new 3,000 square foot single family homes. The single family homes are designed to meet the LEED (Leadership in Energy Efficient Design) standards for environmentally sustainable and responsible development. **Roberts Place** will be a gated community with 24/7 on-site security and free broadband Internet access to all apartments and homes.



Roberts Place Groundbreaking Jun, 2006.

Roberts Plaza was formed in 1999

when Mr. Roberts purchased a strip shopping center and freestanding grocery store in St. Louis' fashionable central west-end. Anchored by St. Louis' largest grocery store operator, and located at one of the busiest intersections in the city, **Roberts Plaza** has succeeded in recruiting a new Hollywood Video store and several specialty retailers such as Street Legends and Payless Shoe Store to fill the strip center.



The Shops at Roberts Village

, a 42,000 square foot shopping center was completed in early 2003 and brings a new shopping plaza creating new jobs to the area adjacent to the Victor Roberts building. Mr. Roberts received the **Spirit of St. Louis Award**, presented by the Mayor, in recognition of his contribution to the City's revitalization.



Roberts Tower is one of the

Roberts's most exciting and aggressive projects. A 24 story all-glass tower adjacent to the existing Roberts Mayfair Hotel that will include 58 for sale luxury condos, a new four star restaurant, a spa and exercise room, and new meeting rooms for the Mayfair Hotel. **Roberts Tower** is designed to achieve LEED **Gold** certification for environmentally sustainable and responsible construction.



Roberts Isle and Resort– the largest African-American owned development in the Bahamas.



Founded in 1998, **Roberts Isle and Resort** is a 50-unit condominium and luxury apartment gated complex with boat docks, swimming pool and tennis courts in Sandysport, near Nassau.

Roberts Wireless
Communications –
America's First 100% African-American Owned Digital PCS Telephone Company, Built from the Ground Up

In early 1998, Mr. Roberts initiated discussions with Sprint PCS in Kansas City to explore affiliation opportunities. In June of 1998, Roberts signed an affiliation agreement with Sprint PCS.

As the only Sprint PCS affiliate in Missouri, RWC built and operated a network that provides Sprint PCS service to over 2.5 million residents of Missouri, Illinois and Kansas.

Mr. Roberts' success in financing and building a wireless telephony network in record time led to a merger of Roberts Wireless Communications with Alamosa PCS, Washington-Oregon Wireless, and Southwest PCS in February 2001 creating Sprint PCS's largest affiliate with coverage of over 15 million people in thirteen states.

Roberts Tower Company –
America's 2nd Largest Privately Held Tower Company



Roberts Tower Company was formed as a result of Roberts Wireless' merger with Alamosa PCS. Mr. Roberts retained ownership of communications towers in Missouri, Illinois, Kansas, and Oklahoma. With Alamosa (a Sprint PCS affiliate) as the anchor tenant, Roberts Tower Company is growing fast as other service providers such as AT&T, Sprint PCS, Verizon, T-Mobile and Cingular seek tower space in the Midwest. Additionally, it owns and operates television broadcast towers in Missouri, Utah, New Mexico and Tennessee.

Roberts Mayfair
Hotel - the first and only African-American owned hotel in downtown St. Louis.



The Roberts Mayfair also represents the first affiliation of an African-American owned hotel with Wyndham Hotels, Inc. This historic hotel opened in downtown St. Louis in 1926 and was acquired by Mr. Roberts in August of 2003. One of the City's most famous boutique hotels, the Roberts Mayfair sits in the center of the convention district. This 18 story 182-room hotel consists primarily of luxury suites.

Roberts Crowne Plaza Hotel, Marietta –Atlanta, GA

The Roberts Mayfair Hotel-Atlanta is conveniently located off Interstate 75, just 15 minutes from downtown Atlanta and 25 minutes from Hartsfield Airport.



Roberts Comfort Inn-Busch Gardens, Tampa



The 257 room hotel includes a large conference center

Roberts Indigo Hotel – St. Louis, MO

4630 Lindell Blvd St. Louis MO 63108



The Roberts Indigo Hotel has 120 rooms and sits in the heart of the city's Central West End and is just minutes from St. Louis' historic Forest Park and world renowned Barnes-Jewish Hospital Complex.

Roberts Holiday Inn – Houston, SW



The Roberts Holiday Inn, Houston SW is a 207 room hotel with conference and banquet facilities.

Roberts Radisson Hotel – Spartanburg, SC



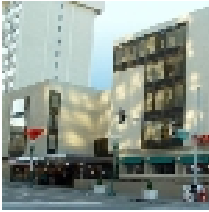
The Roberts Radisson Hotel in Spartanburg, SC is a 200 room hotel with conference facilities.

Roberts Clarion – Shreveport, LA

The Roberts Clarion in Shreveport, LA is 267 room hotel.



Roberts Clarion – Memphis, TN



The Memphis hotel has 124 rooms that are being fully renovated.

Roberts Best Western– Ft Myers, FL



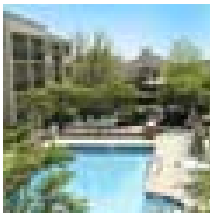
The Ft Myers hotel has 100 rooms.

Roberts Clarion-Jackson, MS

This Roberts Clarion has 203 rooms and will be an anchor in the revitalization of the city.



Roberts Courtyard by Marriott- Dallas, TX



The Roberts Marriott hotel in Dallas has 146 rooms.

Roberts Orpheum Theater – a *historic and unique entertainment venue adjacent to the Roberts Mayfair Hotel.*



The Roberts Orpheum Theater opened in 1917 as the Orpheum vaudeville theatre, decorated in lavishly ornamented beaux-arts style; it remained in the original owner's family until purchased by Michael and Steven Roberts in 2004. With seating capacity of 1,500, the Roberts Orpheum Theater will offer midsize touring theatrical shows and local productions concerts and non-ticketed corporate, weddings and special events.

Roberts Aviation owns two aircraft, a Gulfstream III, 12-passenger luxury business jet; and, a Hawker 8 passenger, mid size jet. Jet Direct in Dallas, TX manages operations.



M*r. Roberts* has served on the Board of Directors of the following publicly held companies:

Alamosa PCS Holdings, Inc. [OTC: ALMO]
ACME Communications [NASDAQ: ACME]
USA Network/HSN [NASDAQ: USAI]

M*r. Roberts* currently serves on the Board of Directors of the following organizations:

- **International Council of Shopping Centers, Trustee**
- **National Association of Black Hotel Owners, Operators & Developers – Chairman**
- **National Association of Black Owned Broadcasters**

M*r. Roberts* was recently selected as Ernst & Young's Entrepreneur of the Year; and as a Morehouse College Distinguished Leader. He is also a 33rd Mason.

M*r. Roberts* has been the subject of feature stories in the following publications:

- **Black Enterprise Magazine**
- **Forbes Magazine**
- **Success Magazine**
- **St. Louis Commerce Magazine (cover story)**
- **Business Week**
- **Kappa Alpha Psi Journal (cover story)**
- **The Black Collegian Magazine**
- **US Department of Transportation, "Transportation Link"**
- **St. Louis Business Journal**

M*r. Roberts* is a nationally renowned speaker and has served as guest speaker for the following:

- Harvard Business School Conference on Cooperative Economics
- Morehouse College Executive Lecture Series
- Northern Ohio Minority Business Council
- Kansas African-American Museum
- Pittsburgh Minority Purchasing Council
- Jackson State University
- St. Louis University
- University of Missouri College of Business
- 2005 National Urban League Leadership Development Conference
- Benedict College
- Dallas Black Contractors Association
- University of Missouri, St. Louis VISION Speaker Series

M*r. Roberts* is the author of

Action Has No Season, Secrets and Strategies to Gaining Wealth and Authority. Book reviews have characterized his work as, "a must read for leaders and entrepreneurs"; "his book proves that Mike Roberts is a capitalist for his time...part existentialist, part-capitalist, he is building a legacy for his family and all aspiring African-Americans who want to participate in the American Dream."



Action Has No Season can be ordered from Mr. Roberts's website as well as Amazon, Barnes & Noble and other major book retailers.

www.michaelroberts.com

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M*r. Roberts* received his

Juris Doctorate degree from St. Louis University in 1974. Prior to graduation from law school, he was selected as a participant in special studies programs at the International Institute of Human Rights, Strasbourg, France (1973); and The Hague Academy of International Law, The Hague, Holland (1972).

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