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Super Bowl Host Committee Appoints VP of Partnership Sales and Activation

*Appointment Accelerates Fundraising Efforts and Partner Relations
for Super Bowl XLIX*

PHOENIX (June 5, 2013) – The Arizona Super Bowl Host Committee announces the appointment of Joe Hickey as Vice President of Partnership Sales and Activation. He will be charged with securing and fulfilling corporate and tribal partnerships leading up to Super Bowl XLIX on February 1, 2015.

Hickey comes to the Arizona Super Bowl Host Committee from Genesco Sports Enterprises, where he worked with clients to develop marketing strategy, handling contract negotiations and activation on behalf of Pepsi and Comerica Bank. Prior to Genesco, he worked in sales leadership at ISP Sports overseeing the Arizona State University account, and he has worked with various professional sports teams, including the Baltimore Ravens, Washington Nationals, Phoenix Coyotes and Arizona Cardinals.

Super Bowl XLII in 2008 had an economic impact of \$500 + million on Arizona, according to a study conducted by the W.P. Carey School of Business, Arizona State University. With experience in sports marketing strategy and differentiating company brands, Hickey comes to the committee prepared to develop programs to achieve partners' business, marketing and community goals, and to support the local economic impact, surpassing that of 2008.

“With our partners at the core of everything we do, Joe will be a key contributor to our team and our success,” Jay Parry, President and CEO of the Arizona Super Bowl Host Committee said. “Joe is going to be instrumental in working with us to reach our fundraising goal of \$25 million and in exceeding our partners' expectations in the fulfillment of their sponsorships.”

The Arizona Super Bowl Host Committee is bringing together influential business and tribal leaders, senior government representatives, Convention and Visitors Bureau personnel, and thousands of volunteers to ensure the success of Super Bowl XLIX. Super Bowl XLIX provides a platform unlike any other to tell a positive story about Arizona via the global media spotlight, and results in a positive economic impact and building of community pride.

About Arizona Super Bowl Host Committee

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that serves as the liaison between the National Football League and regional efforts. It has the responsibility to implement Arizona's plan for Super Bowl XLIX, culminating with the game in February 2015 at University of Phoenix Stadium, home of the Arizona Cardinals, in Glendale. For more information and links to our social media sites, visit www.AZSuperBowl.com.

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