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Arizona Super Bowl Host Committee Unveils XLIX Logo

Global Message Will Highlight Arizona's Economic Opportunities

PHOENIX – It's no secret that Arizona is home to more than 400 gorgeous golf courses, countless hiking trails and more than 300 days of sunshine every year. But, many are unaware of Arizona's favorable business environment and the Arizona Super Bowl Host Committee wants to highlight this additional attribute.

Today, the Arizona Super Bowl Host Committee unveiled its new logo for Super Bowl XLIX (49) which will take place on February, 1, 2015. The logo will be featured in all Host Committee activities and communications spanning the 14 months leading up to Super Bowl XLIX: including community events, sponsorship activities and marketing such as digital engagement and social media.

The Host Committee's mission is to grow the understanding of Arizona as not only a great place to visit, but an ideal location to live and work, with a strong economic environment for business – driven by an educated, young, diverse, and entrepreneurial workforce.

"We want fans and companies to come to Super Bowl XLIX and not want to leave. Arizona is a growing, modern state that's a very attractive location to start, expand or relocate your business. Our new logo is a key ingredient to showcasing this Arizona story to the world", said Host Committee President and CEO Jay Parry.

Arizona's business friendly climate is nationally recognized:

- Chief Executive Magazine ranked Arizona a top ten State for Business
- Inc. Magazine named Phoenix one of the nation's top 20 cities for start-up companies
- Arizona's overall state and local tax burden ranks ninth in the country
- CNBC ranked Arizona second in the nation in terms of training, quality and availability of workers

"When Arizona hosted Super Bowl XLII in 2008, we welcomed more than 90,000 visitors from around the world. That included 4,800 members of the media – all telling stories about great weather, great people and great experiences," said Arizona Super Bowl Host Committee Chairman David Rousseau. "Now, in addition, it's critical that our strong business climate be at the forefront of the Arizona story."

About The Host Committee Logo:

The modern logo captures the essence of Arizona with a custom typeface that is clean and contemporary and highlights the silhouette of the state-of-the-art University of Phoenix stadium, the emblematic desert horizon, and incorporates classic gridiron elements linking it to football and the NFL. The color palette combines the rich tones of the desert at sunrise and sunset and the steely gray of the striking stadium, with the orange-red also providing a connection to the Arizona Cardinals, a vital partner of the Super Bowl Host Committee.

Visit www.youtube.com/azsuperbowl49 for the animated version of the new logo.

About Arizona Super Bowl Host Committee:

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that drives Arizona's plan for Super Bowl XLIX and is responsible for the \$25 million fundraising goal. Its mission is to be the catalyst to galvanize the local stakeholders in a united approach to hosting the largest single-day sporting event by maximizing positive media exposure, fueling the economic engine and leaving a lasting legacy long after the Big Game. The Host Committee serves as a liaison between the NFL and all regional efforts, culminating with the game on February, 1, 2015, at the University of Phoenix Stadium, home to the Arizona Cardinals. For more information and links to our social media sites, visit www.azsuperbowl.com.