



For Immediate Release
February 5, 2014

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**Arizona Super Bowl Host Committee Announces Media Partnership With
CBS RADIO Phoenix Stations KMLE Country @ 107.9, 94.5 KOOL FM, And LIVE 101.5**

PHOENIX – Today, Arizona Super Bowl Host Committee is announcing its official media partnership with CBS RADIO Phoenix stations KMLE Country @ 107.9, 94.5 KOOL FM, and LIVE 101.5 for Super Bowl XLIX (49). The three top Valley stations will be the exclusive radio marketing and promotion partners for a variety of exciting events happening throughout the coming year in the build-up to Arizona hosting the Super Bowl on Feb. 1, 2015.

“KMLE, KOOL and LIVE 101.5 take great pride in connecting with the local communities of Phoenix and the great state of Arizona,” said Tim Pohlman, Senior Vice President and Market Manager, CBS RADIO Phoenix. “There will be tremendous interest in our city over the next year, and through our exciting partnership with the Arizona Super Bowl Host Committee we look forward to showcasing all the unique and memorable events planned to commemorate Super Bowl XLIX.”

“We are thrilled to partner with CBS RADIO to bring great entertainment and events to the valley in the months leading up to Super Bowl XLIX,” said Jay Parry, Arizona Super Bowl Host Committee President and CEO.

Over the next year, and leading up to the Big Game, the Host Committee will put together multiple events and activities to promote excitement, awareness, and reinforce Arizona as being an exceptional place to live, work and play. Tune to KMLE Country @ 107.9, 94.5 KOOL FM, and LIVE 101.5 to get more information about these events, or visit the station websites at www.KMLE1079.com, www.KOOLRadio.com, and www.LIVE1015phoenix.com.

About CBS RADIO Phoenix:

CBS RADIO is one of the largest major-market operators in the United States. A division of CBS Corporation, CBS RADIO operates 126 radio stations throughout the nation's top 50 markets including Phoenix's leading country station, the New KMLE Country @107.9, the Valley's Greatest Hits 94.5 KOOL FM (classic hits), and the premier Top 40 music station in Phoenix playing More Hit Music Every Hour, LIVE 101.5. For more information on CBS RADIO, please visit www.cbsradio.com.

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 \$30 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.