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Arizona Super Bowl Host Committee Announces New Hires

Tina Stancil DeNicole, Chief Financial Officer and Devney Preuss, Senior Director, Super Bowl Central

PHOENIX - Arizona Super Bowl Host Committee announce Tina Stancil DeNicole as Chief Financial Officer and Devney Preuss as Senior Director, Super Bowl Central.

DeNicole will lead the effort for all financial management, human resources, risk management and information technology for the organization. This includes financial planning and reporting, accounts payable, accounts receivable, payroll, tax and vendor management. She will regularly interact with the Board of Directors, NFL's legal counsel and the outside audit firm on all financial and administrative matters.

DeNicole spent 13 years with Cox Communications in various roles, including 11 years as Vice President of Business Operations in Phoenix, Ariz., Atlanta, Ga., and Las Vegas, Nev. She was responsible for all financial activities and financial stewardship, facility and fleet, loss prevention and risk management, and supply chain management.

Adding to her Valley ties, DeNicole served as Business Manager for Gannett Broadcasting with KPNX-TV12 in Phoenix from 1987 until 1996. She was responsible for all business operations of the NBC affiliate, including accounting, human resources, and commercial scheduling. DeNicole also spent time with Insight Enterprises in Tempe where she participated in the negotiation of significant deals with Dell Computers, Toshiba and Netscape.

DeNicole has a Bachelor of Science in Accounting from Berry College where she has served on the Board of Visitors for the past ten years. She also serves as Board Chair for the Arizona Animal Welfare League, Arizona's oldest no-kill shelter. She is a CPA, licensed in the state of Arizona.

Preuss is leading the development and execution of Super Bowl Central. This is a new multi-day festival in downtown Phoenix that will be the epicenter for Super Bowl fan, media and sponsor activities. This will showcase the new urban, energetic downtown Phoenix that has been built since the last Super Bowl in 2008. In addition, Preuss will lend her extensive sponsorship activation and measurement experience to the Partnership Sales and Activation team.

Preuss joins the Arizona Super Bowl Host Committee after spending nine years with the Phoenix Suns and Phoenix Mercury. Under her most recent role as Senior Director of Marketing Partnerships

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Activation, Preuss was responsible for the day-to-day management of the Activation Managers and support staff, as well as activating several key marketing partnerships. She was also responsible for overseeing the research and measurement reporting critical to partnership renewals, and assisting in new business acquisition.

Preuss is from Rockford, Mich. and graduated from the University of Michigan with degrees in organizational studies and psychology.

Super Bowl XLIX is scheduled to be played at University Of Phoenix Stadium on February 1, 2015, marking Arizona's second Super Bowl in seven years. In Super Bowl XLII at University of Phoenix Stadium on February 3, 2008, The New York Giants beat the New England Patriots 17-14. Arizona's first big game, Super Bowl XXX, was held at Arizona State University's Sun Devil Stadium in 1996, with the Dallas Cowboys beating the Pittsburgh Steelers 27-17.

NOTE: Attached please find headshots of Tina Stancil DeNicole, Chief Financial Officer and Devney Preuss, Senior Director of Super Bowl Central.

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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. The Host Committee is the catalyst to galvanize the local stakeholders in a united approach to hosting the largest single-day sporting event while 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 social media sites, visit <http://www.azsuperbowl.com>.