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KATY PERRY TO HEADLINE THE PEPSI SUPER BOWL XLIX HALFTIME SHOW FEBRUARY 1 ON NBC

Global superstar **KATY PERRY** will headline the **PEPSI SUPER BOWL XLIX HALFTIME SHOW** on NBC in University of Phoenix Stadium in Arizona on Sunday, February 1, 2015, it was confirmed tonight in an unprecedented multi-media, global announcement.

Katy acknowledged the performance on Twitter while watching the Dallas Cowboys – New York Giants game in Australia where she is currently on her Prismatic World Tour. Bob Costas announced the performance to the television audience at halftime of the Cowboys-Giants game on *Sunday Night Football*, primetime TV's #1 show. This triggered the launch of an [original digital video](#) featuring Katy produced by Pepsi. Later in the night, Pepsi's acclaimed commercial "There Since The First #Halftime" re-released to Katy's award-winning song "Firework" debuted during the telecast.

The Pepsi Super Bowl Halftime Show is the most-watched musical event of the year. More than 115 million viewers in the U.S. watched last year's show. The Super Bowl and halftime show will be broadcast worldwide.

Katy Perry cemented her status as a best-selling superstar with the global success of three multi-platinum studio albums - her 2008 debut *One of the Boys* (which generated hit singles "I Kissed A Girl," "Hot N Cold," "Thinking of You" and "Waking Up In Vegas"), 2010's *Teenage Dream* (which made her the only female artist to have five No. 1 singles from one album on the Billboard Hot 100 chart - "California Gurls," "Teenage Dream," "Firework," "E.T." and "Last Friday Night"), and her current album, *PRISM*. "Roar," the lead single from *PRISM* became Katy's 10th No. 1 Top 40 track after debuting at No. 1 on iTunes in 68 countries with 557,024 downloads in its first week of release, the biggest digital song sales week of 2013. Katy set the record at Top 40 for most total weeks (46) at No. 1 in the Billboard airplay chart's archives with

"Dark Horse," and Mediabase has just recognized the song as #1 Most Played, in addition to awarding Katy the title of #1 Artist across three radio formats - Top 40, Hot AC and AC. She is the first artist to surpass the 75 million digital award threshold, counting digital downloads and on-demand streams – 20 million ahead of any other artist. She is currently touring the world on the Prismatic World Tour, which continues to be a hugely successful global spectacle, with 17 sold out arenas in the UK, 66 sold out arenas in North America and 25 sold out arenas in Australia/New Zealand during this year. The tour continues in 2015 throughout Europe, Asia and South America where Katy will headline Rock In Rio in Brazil on September 25.

This announcement is just the beginning. Fans are encouraged to tune into NBC leading up to Super Bowl XLIX to see what Katy Perry has in store for this historic Halftime Show.

Katy Perry joins an esteemed list of recent halftime acts that includes Bruno Mars, Beyoncé, Madonna, The Who, Bruce Springsteen & The E Street Band, Tom Petty and the Heartbreakers, Prince, the Rolling Stones, Paul McCartney and U2.

PepsiCo continues to leverage its diverse multi-brand portfolio – including Pepsi, Frito-Lay, Gatorade, Quaker and Tropicana - with the NFL to connect with fans and enhance their NFL experience. Pepsi returns for a third year as the title sponsor of the Pepsi Super Bowl Halftime Show, bringing the brand’s Live for Now mind-set and one-of-a-kind consumer engagement platforms to provide fans a halftime experience worthy of pop-culture’s biggest stage. This year, Pepsi continues its steadfast focus on the fan with its “Hyped For Halftime” campaign, which will culminate at the Super Bowl.

The **PEPSI SUPER BOWL XLIX HALFTIME SHOW** is an **NFL NETWORK PRODUCTION** and will be executive produced by **RICKY KIRSHNER** and directed by **HAMISH HAMILTON**.

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HISTORY OF SUPER BOWL HALFTIME ENTERTAINMENT

SUPER BOWL	HALFTIME
I	Universities of Arizona and Michigan Bands.
II	Grambling University.
III	“America Thanks” with Florida A&M University.
IV	Carol Channing.
V	Florida A&M Band.
VI	“Salute to Louis Armstrong” with Ella Fitzgerald, Carol Channing, Al Hirt and U.S. Marine Corps Drill Team.
VII	“Happiness Is...” with University of Michigan Band and Woody Herman.

SUPER BOWL	HALFTIME
VIII	"A Musical America" with University of Texas Band.
IX	"Tribute to Duke Ellington" with Mercer Ellington and Grambling University Bands.
X	"200 Years and Just a Baby" Tribute to America's Bicentennial.
XI	"It's a Small World" including crowd participation for first time with spectators waving colored placards on cue.
XII	"From Paris to the Paris of America" with Tyler Apache Belles, Pete Fountain and Al Hirt.
XIII	"Super Bowl XIII Carnival" Salute to the Caribbean with Ken Hamilton and various Caribbean bands.
XIV	"A Salute to the Big Band Era" with Up with People.
XV	"A Mardi Gras Festival."
XVI	"A Salute to the 60's and Motown."
XVII	"KaleidoSUPERscope" (a kaleidoscope of color and sound).
XVIII	"Super Bowl XVIII's Salute to the Superstars of the Silver Screen."
XIX	"A World of Children's Dreams."
XX	"Beat of the Future."
XXI	"Salute to Hollywood's 100 th Anniversary."
XXII	"Something Grand" featuring 88 grand pianos, the Rockettes and Chubby Checker.
XXIII	"Be Bop Bamboozled" featuring 3-D effects.
XXIV	"Salute to New Orleans" and 40 th Anniversary of Peanuts' characters, featuring trumpeter Pete Fountain, Doug Kershaw & Irma Thomas.
XXV	"A Small World Salute to 25 Years of the Super Bowl" featuring New Kids on the Block.
XXVI	"Winter Magic" including a salute to the winter season and the winter Olympics featuring Gloria Estefan, Brian Boitano and Dorothy Hamill.
XXVII	"Heal the World" featuring Michael Jackson and 3,500 local children. Finale included audience card stunt.
XXVIII	"Rockin Country Sunday" featuring Clint Black, Tanya Tucker, Travis Tritt, Wynonna & Naomi Judd. Finale included flashlight stunt.
XXIX	"Indiana Jones and the Temple of the Forbidden Eye" featuring Tony Bennett, Patti LaBelle, Arturo Sandoval, the Miami Sound Machine and stunts including fire and skydivers. Finale included audience participation with light sticks.
XXX	Diana Ross celebrating 30 years of the Super Bowl with special effects, pyrotechnics and stadium card stunt. Finale featured Diana Ross being taken from the stadium in a helicopter.
XXXI	"Blues Brothers Bash" featuring Dan Akroyd, John Goodman and James Belushi. Also featuring "The Godfather of Soul" James Brown and ZZ Top.
XXXII	"A Tribute to Motown's 40 th Anniversary" including Boyz II Men, Smokey Robinson, Queen Latifah, Martha Reeves and The Temptations.
XXXIII	"Celebration of Soul, Salsa and Swing" featuring Stevie Wonder, Gloria Estefan, Big Bad Voodoo Daddy and tap dancer Savion Glover.
XXXIV	"A Tapestry of Nations" featuring Phil Collins, Christina Aguilera, Enrique Iglesias, Toni Braxton and an 80-person choir.
XXXV	"The Kings of Rock and Pop" featuring Aerosmith, *N'SYNC, Britney Spears, Mary J. Blige and Nelly
XXXVI	U2
XXXVII	Shania Twain, No Doubt and Sting
XXXVIII	Janet Jackson, Kid Rock, P. Diddy, Nelly and Justin Timberlake
XXXIX	Paul McCartney
XL	The Rolling Stones
XLI	Prince
XLII	Tom Petty & The Heartbreakers

SUPER BOWL	HALFTIME
XLIII	Bruce Springsteen & The E Street Band
XLIV	The Who
XLV	The Black Eyed Peas, Usher, Slash
XLVI	Madonna
XLVII	Beyoncé
XLVIII	Bruno Mars
XLIX	Katy Perry