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Arizona Super Bowl Host Committee Teams Up With CBS 5

PHOENIX— NFL fans kicked off this season with Thursday night football on the CBS network, so a local partnership is a natural fit as CBS 5 becomes the newest partner of the Arizona Super Bowl Host Committee.

"The partnership will be a winning team for our community," said Ed Munson, CBS 5 Vice President and General Manager. "The Super Bowl buzz is already in the air. CBS 5 is looking forward to bringing all the stories, activities and excitement home to our viewers."

The partnership allows CBS 5 to be an official media partner of the Host Committee's 4.9k Fun Run scheduled on Saturday, December 13th at RAWHIDE. The 4.9k Fun Run and kid's 49 Yard Dash is a celebration of the 49th day before Arizona hosts Super Bowl XLIX. Space is limited and registration is currently available at www.azsuperbowl.com/4-9k-fun-run.

This public event offers fans an opportunity to join in the Arizona Super Bowl festivities by lacing up their running shoes and raising money for nonprofit organizations. Proceeds from the Host Committee's 4.9k Fun Run benefit the Legacy Grant Program, which invests in charitable organizations in Arizona. The Arizona Super Bowl Host Committee and the National Football League (NFL) Foundation will distribute more than \$2 million to Arizona nonprofits leading up to Super Bowl XLIX on February 1, 2015.

"The 4.9k Fun Run is just one of the exciting projects the Host Committee is working on as we aspire to leave a lasting legacy after Super Bowl XLIX," said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee, "CBS 5 is very community-minded and will be a great media partner to help spread the message and share the positive and exciting stories leading up to hosting Super Bowl."

The partnership also aligns with CBS 5's successful 'Pay It Forward' campaign. This program, which was started in 2009 during the recession, has raised nearly \$1,500,000 for families in need and a variety of other worthy causes in the last five years.

"As broadcasters, we feel we have an obligation to Pay It Forward to the communities we serve," said Munson. "CBS 5 will continue to Pay It Forward by impacting lives and making a difference here in Arizona."



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About Arizona Super Bowl Host Committee

AZSBHC 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 plans and stages Super Bowl XLIX and all of its associated events in partnership with the NFL. In addition, the Host Committee is the catalyst to galvanize the local stakeholders in a united approach to maximize the positive media exposure, the game's positive economic impact for the region and leave a lasting legacy long after Super Bowl XLIX. For more information visit www.azsuperbowl.com.

About CBS5

CBS 5, Arizona's most watched television station, is owned by Meredith Corporation (NYSE: MDP; www.meredith.com), the leading media and marketing company serving American Women. Meredith Corporation owns or operates 15 local broadcast stations in geographically diverse U.S. markets, reaching over 10 percent of U.S. households.

About Super Bowl XLIX

The Super Bowl is America's number one watched television program and culminates the NFL football season. Arizona will host its third Super Bowl in 19 years on Sunday, February 1, 2015. Super Bowl XLIX will be played at the University of Phoenix Stadium. For more information, visit www.nfl.com/superbowl/49.

About Pro Bowl

The Pro Bowl is held every year to showcase the best players in the NFL, as voted by the players, coaches and fans. The 2015 Pro Bowl will be played at University of Phoenix Stadium on Sunday, January 25th, the week before Super Bowl XLIX. It will mark the third time in history that the Pro Bowl will be played in the same city as the Super Bowl. For more information, visit www.nfl.com/probowl.

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