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FOR IMMEDIATE RELEASE November 25, 2014

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National Bank of Arizona Partners with Arizona Super Bowl Host Committee

PHOENIX—The Arizona Super Bowl Host Committee announces a new partnership with National Bank of Arizona (NB|AZ). The partnership is a fully integrated program providing Official Sponsor designation, a custom media plan with traditional, digital and social elements, business development assets, as well as Presenting Partner status of the CEO Forum.

The recently announced CEO Forum is designed to directly foster Arizona economic growth, which correlates to the business and community goals of NB|AZ. The program leverages Super Bowl XLIX to host more than 50 business leaders from around the world and introduce them to the pro-business environment to encourage them to move or expand business operations in Arizona for a lasting economic impact.

“NB|AZ has a long tradition of supporting and leading economic development efforts across our state,” said CEO Keith Maio. “This partnership provides us with a platform to do what we do best, bring people together to talk about the great opportunities that exist in Arizona to grow business.”

The CEO Forum is unique to the Arizona Super Bowl Host Committee and started in 2008 that resulted in more than 1,000 jobs and over \$400 million invested in the state.

“There has been tremendous interest and support in the CEO Forum by Arizona-based companies and CEOs. They see the value and recognize that hosting Super Bowl XLIX is about much more than football,” stated David Rousseau, chairman of the Arizona Super Bowl Host Committee. “As an Arizona-based company with storied leadership and community support, NB|AZ is a natural fit to support programs that accelerate economic development.”

NB|AZ is also a founding sponsor of the Arizona Leadership Forum. This year, Michael Bidwill, president of the Arizona Cardinals and Host Committee board member, along with Jay Parry, president and CEO of the Arizona Super Bowl Host Committee, spoke at the 2014 Arizona Leadership Forum regarding the overall economic impact of hosting Super Bowl XLIX and the 2015 Pro Bowl.

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



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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 National Bank of Arizona

With a smart approach to financing, National Bank of Arizona (NB|AZ) understands the entrepreneurial spirit of Arizona business. Founded in Tucson in 1984, NB|AZ is a full-service community bank offering unique business and personal financial solutions that help customers manage and grow their bottom line. With more than \$4.5 billion in assets, NB|AZ is backed by the strength of Zions Bancorporation, one of the top 20 domestic bank holding companies in the U.S. with total assets of \$53 billion. NB|AZ operates branch locations in more than 50 communities supporting the vision of successful individuals and businesses throughout the state of Arizona. Stop by any of the more than 70 branches of NB|AZ for local and personalized service from a loyal banking provider. For more information, visit www.nbarizona.com.

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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