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***PHOENIX* Magazine to Offer 'Official Arizona Super Bowl Host Committee Fan Guide'**

PHOENIX—The Arizona Super Bowl Host Committee is pleased to announce *PHOENIX* magazine as an official media partner and publisher of 'The Official Arizona Super Bowl Host Committee Fan Guide.' Super Bowl XLIX fanatics will be eager to pick up the exclusive February 2015 edition, which will help kick off *PHOENIX* magazine's 50th year in publication as the Valley's top source of culture and lifestyle information. It will be a must-have issue.

"*PHOENIX* magazine has always been a champion of Valley culture, from dining to hiking to marquee sporting events like the Super Bowl," said Craig Outhier, *PHOENIX* magazine editor. "We're proud to partner with the Arizona Super Bowl Host Committee to help fans - both residents and visitors - maximize their experience during this exciting time."

In the January and February 2015 issues, *PHOENIX* magazine will provide exclusive editorial content so fans can make the most of the region's super-sized festivities surrounding Pro Bowl and Super Bowl XLIX.

In addition to providing information for its local subscribers and newsstand buyers, *PHOENIX* magazine will cater to visitors as well. Guests from out-of-town can pick up a copy of the magazine's 2015 *City Guide*, 'The Official Arizona Super Bowl Host Committee Visitor's Guide' in select Valley resorts and hotels, airports such as Phoenix Sky Harbor International and private terminals, as well as, select Arizona Super Bowl Host Committee events. The digest-size book will contain expanded shopping, dining, nightlife and golf sections to help visitors live like locals.

"*PHOENIX* magazine will be an integral media partner to disseminate fun and factual information about the happenings surrounding Super Bowl XLIX," said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee.

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



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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 PHOENIX magazine

PHOENIX magazine's experienced writers, editors and designers have captured all sides of the Valley with award-winning and insightful writing, and groundbreaking reporting and design. Our expository features, narratives, profiles and investigative features keep our readers in touch with the Valley's latest trends, events, personalities and places while our unsurpassed, sophisticated service journalism helps them get the most out of it.

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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