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## Arizona Super Bowl Host Committee Unveils First Solar, Inc. Super-Sized Countdown Clock

Digital Clock is Latest Attraction Added to Super Bowl Central in Downtown Phoenix

PHOENIX – To build on the growing momentum and anticipation of Super Bowl XLIX the Arizona Super Bowl Host Committee and First Solar, Inc. unveiled the First Solar Countdown Clock in downtown Phoenix this morning. Over the next 60 days, the technologically advanced clock will provide the countdown to kick-off and keep fans “in the know” about events and activities coming up on the free, 12-city block fan campus known as Super Bowl Central.

The super-sized timepiece stands 13 feet tall, is made of aluminum and steel, and illuminated by more than 200 feet of LED lights. The First Solar Countdown Clock will display updated video content and a countdown to the kickoff of Super Bowl XLIX. It features three, 55 inch ultra-bright LED displays and nine First Solar panels, which were manufactured at the company's US production facility outside of Toledo, Ohio.

“The First Solar Countdown Clock is the second exciting addition to Super Bowl Central, the epicenter of fan activity in Downtown Phoenix, and made possible by First Solar taking a strong local leadership role,” said Jay Parry, President and CEO of the Arizona Super Bowl Host Committee.

First Solar is also a partner of the Host Committee’s volunteer program. With the support of its employees,



Dignitaries and SPIKE, the Arizona Super Bowl Host Committee mascot, unveil First Solar Countdown Clock.



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it is currently the largest single corporate volunteer group for the Arizona Super Bowl Host Committee.

"Our association with the Arizona Super Bowl Host Committee demonstrates First Solar's commitment to our home town," said Jim Hughes CEO of First Solar. "Our associates are proudly participating in a variety of volunteer community service programs."

The First Solar Countdown Clock is located on the northeast corner of Jefferson and 1st Street, which will be the heart of Super Bowl Central. The free, football-themed, pedestrian and family friendly fan campus will feature a multitude of daily activities such as outdoor performances by local musicians and national recording artists, an autograph stage, the iconic Super Bowl XLIX Roman Numerals and a beer garden. It will run from Wednesday, January 28 through Sunday, February 1, 2015.

In November, the Host Committee unveiled the first Super Bowl Central attraction on the corner of Central and Washington. The super-sized football towers more than 20 feet high, measures more than 32 feet around and weighs more than 7,000 pounds. Fans are encouraged to visit both monuments, take selfies, share them on social media using #sb49 and make their own Super Bowl XLIX memories.

### **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](http://www.azsuperbowl.com).

### **About First Solar, Inc.**

First Solar is a leading global provider of comprehensive photovoltaic (PV) solar systems which use its advanced module and system technology. The company's integrated power plant solutions deliver an economically attractive alternative to fossil-fuel electricity generation today. From raw material sourcing through end-of-life module recycling, First Solar's renewable energy systems protect and enhance the environment. For more information about First Solar, visit [www.firstsolar.com](http://www.firstsolar.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](http://www.nfl.com/superbowl/49).



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### **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 25<sup>th</sup>, 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](http://www.nfl.com/probowl).

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