MEDIA ADVISORY

<u>NFL ON LOCATION'S "TOUCHDOWN CLUB" IS A SUPER BOWL FIRST</u>

Unique NFL On Location Program Providing Fan Access to Custom-Built In-Stadium Hospitality and Postgame On-Field Celebration for Photo Opp.

<u>WHAT:</u>   NFL On Location, the NFL's official source for event experiences and hospitality, is offering fans an **unprecedented experience** for Super Bowl XLIX in Arizona through the **"Touchdown Club"** ticket package that includes in-stadium hospitality and an on-field, postgame photo opportunity.

The **Touchdown Club** is a **"super suite"** comprised of 1,200 lower-level end zone seats at University of Phoenix Stadium. The **first in Super Bowl history**, the package features on-site hospitality before, during and after the game in the exclusive section, situated directly behind the south endzone lower-level seating location, a dedicated stadium entrance, an optional three- or four-night stay in a premium hotel, and an entire package of exclusive amenities.

This exclusive Super Bowl XLIX experience includes:
- Exclusive custom built Club directly behind your seating location
- Special postgame on field photo opportunity
- Full Premium Menu and Top Shelf Open Bar (pregame)
- Select Menu Items, Beer, Wine and Soft Drinks (during the game and postgame)
- Individual padded seats with drink rail
- Featuring musical performances by former NFL QB **Doug Flutie** and his band, **Doug Flutie and the Flutie Gang**, amongst others.
- Player and cheerleader appearances and autograph opportunities
- Interactive entertainment elements and more
- Dedicated security entrance to stadium on Super Bowl Sunday and preferred parking
- Super Bowl XLIX gift bag, stadium collection game program, special Super Bowl XLIX lanyard with ticket sleeve and access to the NFL Experience Engineered by GMC

<u>TICKETS:</u>   For NFL On Location information or to purchase tickets, visit http://nflonlocation.com/about.

<u>WHEN:</u>   Sunday, February 1

<u>WHERE:</u>   University of Phoenix Stadium

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