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FOR IMMEDIATE RELEASE January 24, 2015

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Pepsi Hyped for Halftime Stage to Host Free Concerts on Verizon Super Bowl Central in Downtown Phoenix Full Concert Lineup Announcement



PHOENIX—The Arizona Super Bowl Host Committee welcomes the world to enjoy *Arizona's* Super Bowl with more than 25 free acts over five days on the Pepsi Hyped for Halftime Stage on Verizon Super Bowl Central starting on Wed., January 28th at 2 p.m.

National recording artists hit the stage at 7:30 p.m. each night. Country music kicks off the festivities with Nashville recording artists JT

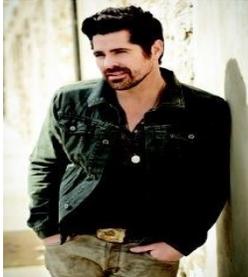
Hodges and headliner, Maddie & Tae.

Date	National Recording Artists
OPENING NIGHT Wednesday, January 28	Maddie & Tae and JT Hodges
Thursday, January 29	Wisin and Kat Dahlia
Friday, January 30	Walk the Moon
Saturday, January 31	The Roots

From the hottest local bands to Ak-Chin community dancers to mariachi bands, there will be more than 25 free performances throughout the week with something for everyone. For updated information and a full concert schedule, visit www.azsuperbowl.com/verizon-super-bowl-central/live-entertainment. All of the daily concerts will be free to the public. The Pepsi Hyped for Halftime Stage is located on the northwest corner of 'The Block' near Washington and 1st St. inside Verizon Super Bowl Central.

After the nightly concerts, fans will enjoy dynamic fireworks followed by a 3D lighting and projection show on the iconic XLIX Roman numerals. The concert stage runs from 2 to 10 p.m. on Wednesday, January 28 to Friday, January 30; from 10 a.m. to 10 p.m. on Saturday, January 31; and from 10 a.m. to 3 p.m. on Sunday, February 1.

About Performers



JT Hodges has toured with country greats such as Eric Church, Eli Young Band and Toby Keith. He earned an ACM nomination for Best New Artist of the Year in 2012 and is currently working on his much anticipated sophomore album, which is set for release later this year.



Kat Dahlia has an electrifying sound that is a sultry mix of pop, Latin, hip-hop and reggae influences. She deftly alternates between unleashing pure, infectious lyrical fire in party jams and poetically pondering heartbreak and relationships in ballads.



Maddie & Tae will light up the stage, country-style. They were cited by Rolling Stone as one of “10 New Artists You Need to Know” after writing their first song “Girl in a Country Song.” They come to Downtown Phoenix fresh off their appearance on The Tonight Show Starring Jimmy Fallon: www.nbc.com/the-tonight-show/segments/105906.



The Roots are a Grammy Award winning hip hop/jazz band known for a jazzy and eclectic approach to hip-hop and feature live instruments. Beginning in 2009, The Roots were the house band on Late Night with Jimmy Fallon and they currently play the same role on The Tonight Show Starring Jimmy Fallon.



Walk the Moon is known for their blissful, quirky brand of rock and roll. Their live shows are an interactive celebration of life and love, and a communal commitment to joy and living in the moment.



Wisin is an award-winning Puerto Rican reggaeton performer who has collaborated with internationally known artists, such as Lenny Kravitz and Enrique Iglesias.

For interviews with J.T. Hodges, contact Ryan O'nan at ryan@21gunsmgmt.com.

For interviews with Maddie & Tae, contact Holly Gleason at torchlili@aol.com.

For interviews with all other performers, contact Danielle Engel at danielleengel@livenation.com.

About Verizon Super Bowl Central

Verizon Super Bowl Central is the epicenter of Super Bowl XLIX festivities with one million visitors expected to revel in Downtown Phoenix from Wednesday, January 28 through Sunday, February 1, 2015. The 12-city block, free, football-themed, family-friendly, fan campus will feature the iconic XLIX Roman numerals, The Grand Canyon Experience Presented by NB|AZ, the Pepsi Hyped for Halftime stage, AZCentral.com Autograph Stage, the Bud Light Beer Garden, network broadcast stages and a nightly fireworks show, in addition to being complemented by the NFL Experience Engineered by GMC in the Phoenix Convention Center. As fans enjoy the myriad of outdoor attractions, they also can enjoy a cold Bud Light purchased within the special event liquor license area. Street-level merchants, downtown restaurants and local food trucks will offer a plethora of palate-pleasing options. For updated information, visit www.azsuperbowl.com.

About Arizona Super Bowl Host Committee

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that drives Arizona's plan for Super Bowl XLIX and 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