



FIRST WAVE OF MAJOR SUPER BOWL XLV VENUES ANNOUNCED

HIGHLIGHTS INCLUDE TASTE OF THE NFL TO BE HELD IN FORT WORTH; NFL EXPERIENCE IN DALLAS; CREDENTIAL CENTER IN ARLINGTON

NORTH TEXAS (May 12, 2009) – The National Football League (NFL) and North Texas Super Bowl XLV Host Committee today announced venue selections for 16 key events that will be held in conjunction with Super Bowl XLV. The game will be played at the Dallas Cowboys New Stadium in Arlington on Feb. 6, 2011.

The venues announced today include sites in four area cities: Arlington, Dallas, Fort Worth and Irving. More than 60 mayors representing municipalities throughout Collin, Dallas, Denton and Tarrant counties participated in the announcement ceremony, one of the largest shows of regional unity in the history of North Texas.

“While the NFL was responsible for selecting the venues for most of these events, we listened carefully to community leaders throughout North Texas,” said NFL Senior Vice President of Special Events Frank Supovitz. “There is a clear desire among these leaders to make this game a true regional event. They really are approaching the Super Bowl as an opportunity to bring the region together and it’s quite inspirational. We couldn’t be more pleased with the facilities selected.”

Said Host Committee President & CEO Bill Lively: “Everyone involved with this process has said since Day One that this would be a true regional effort, benefiting not just one city but all citizens of North Texas. Today that was proven to be the case. There will be more important venue announcements to come, but these selections speak to the regional spirit this game is fostering.”

One of the marquee events awarded today was Taste of the NFL, which will be staged at the Fort Worth Convention Center on the evening of Saturday, Feb. 5, 2011. The event, which will celebrate its 20th anniversary on that evening, brings together more than 3,000 fans and foodies, 40-plus NFL players and food samples from the top restaurants representing all 32 NFL markets. Proceeds from Taste of the NFL represent hunger relief locally and across America.

“Taste is *the* party with a purpose,” said founder Wayne Kostroski. “We are very excited and honored to celebrate our landmark event anniversary in Fort Worth, with all its great tradition, and its noted spirit of community giving. It is an excellent and appropriate setting for our 20th year.”

Said Fort Worth Mayor Mike Moncrief: “We thought very early on that the Taste of the NFL would be a great fit for Fort Worth. We’re delighted that Wayne and Max (Kittel, Taste of the NFL’s Event Producer) selected our city for this unique opportunity. We will have the Taste. We will host the first event of the

Kick-Off Concert Series at Bass Hall. And, we've been designated as the AFC Host City. Fort Worth will be in the very heart of this exciting Super Bowl experience. That's a great place to be. We're good at hosting these kinds of events, and our community is very excited. The people of Fort Worth will be very engaged to make sure this Super Bowl is the best in the history of the game. Today's news is not only great for Fort Worth, but for our entire North Texas region."

Venues announced today included:

Irving:

- NFC Championship Team Hotel: Omni Mandalay Hotel at Las Colinas
- NFC Championship Team Practice Site: Cowboys' Valley Ranch facilities

Arlington:

- Super Bowl XLV: Dallas Cowboys New Stadium (Feb. 6, 2011)
- NFL Tailgate: Dallas Cowboys New Stadium (Feb. 6, 2011)
- Super Bowl XLV Accreditation Center: TBD in Arlington
- Kick-Off Concert Series Grand Finale: Cowboys New Stadium (Sept. 10, 2010)

Dallas:

- NFL Experience: Dallas Convention Center
- NFL Headquarters: Hilton Anatole
- Media Center: Sheraton Dallas
- NFC Fan Party: Fair Park (Feb. 5, 2011)
- Kick-Off Concert Series: Winspear Opera House (May 22, 2010)

Venues in Fort Worth:

- AFC Championship Team Hotel: Omni Fort Worth
- AFC Championship Team practice: TCU
- AFC Fan Party: Downtown (Feb. 5, 2011)
- Kick-Off Concert Series: Bass Hall (March 6, 2010)
- Taste of the NFL: Fort Worth Convention Center (Feb. 5, 2011)

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