



Super Bowl XLVIII
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Press Kit

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For Immediate Release

METLIFE STADIUM WELCOMES FANS AND VISITORS FOR SUPER BOWL XLVIII

State-of-the-Art Stadium Will Host First-Ever Outdoor, Cold-Weather Super Bowl

East Rutherford, NJ – January 27, 2014 – MetLife Stadium today welcomed fans and visitors to the region where it will host the first-ever outdoor cold-weather Super Bowl in NFL history on February 2, 2014.

In April of 2010, MetLife Stadium opened its doors as the first building owned and operated by two iconic NFL franchises, the New York Football Giants and the New York Jets. MetLife Stadium is 2.1 million square feet – double the size of its predecessor, Giants Stadium. The stadium hosts twice as many regular season games each year compared to other stadiums, making the staff and grounds crews twice as prepared for the Super Bowl.

“MetLife Stadium’s unique design and top of the line amenities were an integral part of our winning Super Bowl bid,” said Woody Johnson, Co-Chairman, NY/NJ Super Bowl Host Committee and owner of the New York Jets. “We are positive our home will provide the perfect stage for the world’s biggest game.”

“Opened in 2010, MetLife Stadium is a state-of-the-art, technologically advanced venue,” said Jonathan Tisch, Co-Chairman, NY/NJ Super Bowl Host Committee and co-owner of the New York Football Giants. “Not only does it offer an array of amenities for fans, but it also provides a ‘home field advantage’ for both home teams.”

MetLife Stadium is one of the NFL’s most technologically advanced stadiums. With over 2,200 HDTVs and four 18’x 130’ high-definition LED video boards in each corner of the seating bowl, fans are presented a great view of the game from any angle in the building. A 360 degree ribbon board measuring approximately four feet high by more than 1,800 feet long wraps the inner seating bowl. Twenty 12mm HD LED video pylons ranging in size from 20’ x 40’ to 20’ x 60’ flank each entry gate around the stadium perimeter.

MetLife Stadium will feature the most connectivity ever at a Super Bowl due to a series of comprehensive cellular and Wi-Fi upgrades at the start of the 2013 NFL season that increased capacity and overall coverage. Over 800 individual antennas (DAS – Distributed Antennae Systems) have been installed throughout the building, providing unparalleled cellular coverage. The recent Wi-Fi upgrades have increased the number of Wi-Fi access point throughout the building to 850, up from 622. For internet connectivity, the Stadium has provisioned four times the bandwidth of the previous Super Bowl in New Orleans.

Through a building-wide Wi-Fi system, the stadium is able to provide unique fan experiences as well as sponsor and team based loyalty activations. Additionally free Wi-Fi is available to the public throughout the stadium.

In anticipation of Super Bowl XLVIII, MetLife Stadium has partnered with Americaneagle.com to design a brand-new, responsive website, metlifestadium.com. The new design puts the fan experience first,

offering the user a quick look at upcoming sporting events, concerts, news, multimedia, and social media updates. The new site works seamlessly from a desktop to a tablet or mobile device. The new MetLife Stadium website also allows users to quickly and easily find stadium information, and share it on their social networks.

The stadium's food, beverage and merchandise partner, Delaware North's Sportservice, has created a diverse menu of local and regional fan favorites, called "Home Food Advantage". From "Nonna Fusco's Meatballs" and Taylor Ham sandwiches, to kosher food stands, carving stations and seafood displays in the premium clubs, Sportservice has created a menu which caters to the diverse palates of the New York/New Jersey marketplace.

MetLife Stadium sets the industry standard for sustainability and green initiatives. The stadium has been recognized by the Environmental Protection Agency as a leading venue in carbon, energy, water, and solid waste reduction. The stadium has been credited with a reduction in its carbon footprint of 250,650 MTCO_{2e} (Metric Ton Carbon Dioxide Equivalent) or the equivalent of the annual greenhouse gas emissions from 49,147 vehicles.

Finally, Super Bowl XLVIII has been dubbed the first "Mass-Transit Super Bowl" thanks in part to the creation of a NJ Transit train stop at the new stadium. The rail line has the ability to accommodate the travel of thousands of fans per game, and throughout Super Bowl week, NJ Transit trains will operate with extra cars as needed to accommodate increased ridership demand.

For more information visit www.metlifestadium.com, like us on Facebook at <https://www.facebook.com/MetLifeStadium>, or follow us on Twitter at <https://twitter.com/MLStadium>.

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Super Bowl Fun Facts

Concessions:

As the exclusive food and beverage provider at MetLife Stadium, Delaware North Companies Sportservice is handling the food service for all stadium locations including:

- 4 NFL On Location parties
- Game Day Fan Plaza at MetLife Stadium
- Hospitality services in 200+ suites, including 32 NFL owner's suites
- 14,000+ boxed lunches on game day

Expected to prepare/serve:

- **Hot Dogs:** 21,500
- **Sausages:** 20,000
- **Pizza:** 7,500 Individual Pizzas in Concessions
- **Hot Chocolate/Coffee:** 50,000 10 oz Cups
- **Pretzels:** 12,000
- **Soda:** Over 30,000 Bottles or Fountain drinks
- **Chicken Tenders:** 75,000
- **Cheese Steak Sandwiches:** 7,000
- **Meatballs:** 20,000
- **Marinara Sauce:** 500 gallons

Delaware North Companies Sportservice has partnered with celebrity chefs Thomas Keller, Daniel Boulud, Jean-Georges Vongerichten, and Robert Irvine to enhance the guest experience of Super Bowl XLVIII patrons in all areas of the stadium by offering signature items designed by each chef. This is in addition to Delaware North Companies established partnership with the Food Network.

Super Bowl XLVIII menus are all about comfort food - items that you would be excited to serve at home for a Super Bowl Party. The stadium fare is representative of New York City, the five boroughs and the Jersey Shore, offering a great representation of this fabulous region and its tremendous variety of tasty comfort foods. Many items are available throughout the stadium so fans from any ticket price can enjoy the tastes and smells of this impressive menu. New Super Bowl items include Buffalo Chicken Grilled Cheese, Corned Beef, Swiss and Slaw served on a seeded Rye Club roll, a seafood combo featuring scallops, calamari, shrimp and flounder as well as two new versions of chicken wings – garlic parmesan and General Tso’s.

There will be over 1,328 points of sale set up at MetLife stadium for Super Bowl XLVIII including 25 hand-held mobile devices to be utilized as line busters in the Flagship Store (MetLife Stadium main merchandise shop). Every point-of-sale (POS) in the building will have the ability to accept credit card transactions including added POS in the Game Day Fan Plaza.

Stadium Fast Facts

- **Venue Size:** 2.1 million square feet
- **Capacity:** 82,500, capability for 90,000 for non-football major events
- **Suites:** 200+ on four separate levels; 16-24 seats per suite
- **Suite Designer:** David Rockwell Group
- **Club Seating Capacity:** Over 10,000 seats
- **Clubs/Bars:** Toyota Coaches Club, Chase Club, Lexus Club, Commissioners Club, MetLife 50 Club, Captain Morgan Bar and Bow Street Irish Whiskey Bar
- **Parking:** Approximately 28,000 spaces (note: only 13,000 available for the Super Bowl due to security perimeter, welcome pavilions and broadcast/production compounds)
- **Mass Transportation:** NJ Transit rail station located in front of stadium; accessible from New York Penn Station and Newark Penn Station- approximately 20 minutes door to door
- **Architects:** 360 Architects, Ewing Cole, David Rockwell and Bruce Mau Designs
- **Food Service/Merchandise Partner:** Delaware North Companies Sportservice

Stadium Partners

The Stadium provides an unparalleled level of value for building partners. Through a “less is more” approach to sponsor signage, sponsors are provided with a unique concept for partnership. MetLife signed on as the Naming Rights partner for 25 years in 2011.

Only five sponsors have permanent signage in the seating bowl, MetLife as the Naming Rights partner and four Cornerstone Partners (Anheuser-Busch, SAP/EMC, Pepsi and Verizon), giving each a clear path to reach their target audience. Each Cornerstone Partner has elements of sponsorship at each and every level of the fan experience, from the entry gate and plaza to the upper bowl, providing immense opportunities to have major presence in the stadium.

Sustainability

The original sustainability goals first established and met throughout MetLife Stadium’s development include:

- Using some 40,000 tons of recycled steel to build the Stadium and recycling 20,000 tons of steel and 30,000 tons of recyclable concrete when the old Stadium was demolished;

- About 50% of the concrete was used to backfill the excavation left behind by the demolition of Giants Stadium. The other 50% was used as sub-base material in nearby roadway projects.
- The construction waste removed from the project site was 83% recyclable. This significantly exceeded the project goal of 70%.
- Installing seating made partially from recycled plastic and scrap iron;
- Building the stadium on a parcel of rehabilitated land, a former brownfield;
- Reducing air pollution from construction vehicles by using cleaner diesel fuel, diesel engine filters, and shortening how long engines idle;
- Using environmentally-friendly concrete in construction;
- Reducing water consumption and increasing energy efficiency;
- Providing mass transit options for fans

In its 2013 report to the EPA, the Stadium reduced its carbon footprint by 250,650 MTCO₂e (Metric Ton Carbon Dioxide Equivalent).

The reduction of 234,834 MTCO₂e is equivalent to any one of the following:

- Annual greenhouse gas emissions from 48,924 vehicles
- Carbon dioxide emission from 26,326,682 gallons of gasoline
- Carbon dioxide emission from 546,126 barrels of oil consumed
- Carbon dioxide emission from the energy use of 12,086 homes for one year
- Carbon dioxide emissions from 9,784,750 propane tanks used for home barbeques
- Carbon dioxide emission from gasoline carried by 3,097 tanker trucks
- Carbon dioxide emission from burning 1,009 railcars worth of coal (more than 15 ¼ miles long)

Additional Green Accomplishments

- Increased compost collection from 153 tons (2012) to 195 tons (2013).
- Increased Parking Lot recyclable collection from 152 tons (2012) to 188 tons (2013).
- Lowered trash collection from 775 tons (2012) to 718 tons (2013)

Solar Ring

In 2012, MetLife Stadium partnered with NRG Solar, LLC to install a Solar Ring (Solar Panels) above the catwalk of the Stadium. Project highlights include:

- 47 Frames, 1350 BIPV Panels (79,800 PV cells), 24 inverters, 916 LED Fixtures (31,356 lamps)
- System Size: 314.3 kW DC / 276 kW AC
- Equal to:
 - Taking 53 cars off the road each year
 - Powering 34 average residential homes per year
 - Saving 30,478 gallons of gasoline each year
 - Saving 632 barrels of oil per year
 - Saving 11,328 cylinders of propane per year
 - Saving 1.5 railcars of coal per year

Certified Green Restaurant

In January of 2014, MetLife Stadium became the world's first Certified Green Restaurant® stadium in the world, meeting the rigorous environmental standards of the Green Restaurant Association. All of MetLife Stadium's 200+ foodservice operations achieved 2 Star Certified Green Restaurant® status, in time to make Super Bowl XLVIII the first to have all Certified Green Restaurants®. The Green Restaurant Association worked with Delaware North Companies Sportservice to achieve 61 different environmental measures at MetLife Stadium.

The most notable green restaurant accomplishments include:

- All waste kitchen oil is being converted to biodiesel fuel
- Composting all kitchen scraps
- Donating all leftover food

- Recycling cardboard, plastic, glass, aluminum, and paper
- Use of ENERGY STAR equipment
- Installation of waterless urinals, touchless sensor faucets, ½ gallon faucet aerators, and low water landscaping
- Eliminating all polystyrene foam containers

MetLife Stadium continues to work with the EPA, reporting yearly on sustainable initiatives as it relates to the operation of the building.

Awards

Sustainability

- Team Owners John Mara, Steve Tisch (New York Giants) and Robert Wood Johnson IV (New York Jets) were honored by the Natural Resource Defense Council (NRDC) in 2013 as leaders in the professional sports' greening movement and their commitment to building and operating a sustainable stadium.
- Named the "Greenest Stadium" in the NFL in 2009 by the Environmental Protection Agency (EPA)
- "Outstanding Achievement in Recycling" by the New Jersey Department of Environmental Protection.
- Member of the Green Sports Alliance.

Economics

- In 2013, MetLife Stadium received the No. 1 ranking as *Billboard* magazine's top grossing stadium in the world, continuing a run success that began in 2010, when the stadium first opened.
- In 2013, *Venues Today* ranked MetLife Stadium the No. 3 "Top Stop" in the world based on concert and event grosses.
- In 2013, *Pollstar* magazine, which specializes in the worldwide concert industry, ranked MetLife Stadium as the No. 1 grossing stadium in the United States and the No. 5 grossing stadium in the world.

Building Awards

- First NFL Stadium to be "Safety Act Certified" by the Department of Homeland Security" (2013)
- National Sport Safety and Security Facility Achievement Award (2011)
- Ranked #1 for safety by *Security* magazine's "Security 500" in the Arenas/Stadiums/Leagues/Entertainment division (2011)
- Received FIFA's highest ratings during technical inspection
- Excellence in Efforts in Ensuring Accessibility for Persons with Disabilities – New Jersey Council on Development Disabilities/Monday Morning Project
- "Engineering Excellence Honor Award" by American Council of Engineering Companies (2011)
- National Recognition Excellence Award – American Council of Engineering Companies (2011)
- First Place Gold Medal Apex Award winner for digital signage in the Events Venue category by Digital Signage Expo (2011)
- New Jersey Business & Industry Association (NJBIA) New Good Neighbor Award (2011)
- Athletic Business – Facility of Merit Award (2011)
- "Outstanding Achievement in Recycling" by the New Jersey Department of Environmental Protection
- AGC Award in the category of Design-Build New (Associated General Contractors of America)
- NYC Building Congress – Best of Project of the Year (2010)
- "Construction User of the Year" by the New Jersey Subcontractors Association (2009)