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SPORTS MARKETING & MANAGEMENT EXPERT TAPPED TO LEAD BAY AREA SUPER BOWL EFFORT

SportsMark President Keith Bruce Named CEO of Super Bowl L Host Committee

SAN FRANCISCO — Veteran sports and event industry executive Keith Bruce today was named CEO of the San Francisco Bay Area Super Bowl Host Committee, which is charged with organizing the 50th anniversary of the sporting world's biggest annual event.

The host committee, led by Tipping Point CEO and Founder Daniel Lurie, has been working with the San Francisco 49ers, Bay Area civic leaders and the business community to plan for Super Bowl L, which will be held in February 2016 at Levi's Stadium in Santa Clara.

The NFL awarded the rights to host the golden anniversary game to the San Francisco Bay Area at its owners' meeting in May. Lurie's committee then set out to recruit an experienced CEO to lead the day-to-day work of planning for the Big Game.

Bruce has 25 years of global sports marketing and event management experience. He has extensive on-the-ground expertise managing complex programs and operations at the largest sporting events in the world, including the Olympic Games, the Super Bowl, the FIFA World Cup and the NCAA Final Four.

Most recently, Bruce served as president of SportsMark Management Group, an award-winning global sports marketing and event management company headquartered in San Rafael, California, with international offices in London, Sao Paulo and Rio de Janeiro.

"We needed someone who was familiar with sporting events on the greatest imaginable stage," Lurie said, "but we wanted someone with roots in the Bay Area as well. Keith brings that fantastic combination, and we're very lucky to have him."

"This is an incredible opportunity and I'm honored that Daniel and the committee have placed their faith in me," Bruce said. "I intend to leverage my experience and relationships working with large-scale, high-profile sporting events and all the stakeholders involved."

Bruce added: “We want to establish a new legacy for the Super Bowl with this event. We believe the San Francisco Bay Area is one of the world’s greatest destinations, and if we can produce a Super Bowl that reflects that greatness, we think there will be more to come.”

The new CEO will be responsible for managing and driving forward all Host Committee strategies, along with the planning and delivery of all elements of the region’s bid agreement with the NFL, including event operations and logistics, fan experiences, marketing, fundraising partnerships, hospitality, security and other critical operational functions.

After being awarded Super Bowl L in May, the Host Committee embarked on an extensive search for the CEO position. Boston Consulting Group developed a recruitment and selection process that included targeting qualified candidates, conducting stakeholder interviews and developing appropriate criteria for the position.

Selection criteria included proven experience at building and managing teams in high-pressure environments; large scale sporting event operations experience; effectiveness at driving alignment across a broad range of stakeholders; as well as passion for the Bay Area.

The 50th anniversary Super Bowl game is expected to have an enormously beneficial economic impact on the entire region. The Host Committee, which Lurie will continue to lead, has raised more than \$30 million in commitments from the business community to offset costs associated with hosting the game, with 25 percent of proceeds going back to local youth and environmental charities.

Official and unofficial Super Bowl L events will be hosted throughout the Bay Area, with free public celebrations and the “NFL Experience” in San Francisco; the game itself will be played at the new, state-of-the-art Levi’s Stadium in Santa Clara.

The NFL officially invited the San Francisco Bay Area and Miami-Dade, Fla., to submit bids to compete to host Super Bowl L. Lurie submitted the Bay Area’s application to the NFL’s Super Bowl Advisory Committee on August 9, 2012. The Committee delivered its bid package to NFL owners on May 7, 2013, featuring the complete bid package on an Apple iPad Mini. On May 21, San Francisco formally presented its bid in a live pitch to the 32 NFL owners in Boston, and was awarded the marquis game later that day.

A key part of the bid was the new stadium, which includes high-speed synchronous WiFi for 75,000 fans and sustainable design materials, such as a green roof. The bid also touted regional benefits such as a robust public transportation system, more than 22,000 hotel rooms reserved, and government support across municipalities.

In May, the bid committee announced that it had raised \$30 million in pledges from partners including Apple, Boston Consulting Group, Gap, Google, Intel, Seagate, ValueAct Capital and Yahoo!.

Twenty-five percent of the funds raised will go directly to philanthropic efforts that help children and families living in poverty in the Bay Area, as well as regional environmental programs. A separately governed nonprofit body is being organized to administer this first-of-its-kind charitable effort.

Upon winning the bid in May, the Host Committee transitioned from bidding to hosting duties. This newly formed panel draws from the business, hospitality, public and sports sectors; its members include:

Nikesh Arora, CBO of Google
Robert Mailer Anderson, Author
Willie Brown, Former Mayor of San Francisco
Deborah Conrad, CMO of Intel
Joe Davis, Partner at Boston Consulting Group
Lloyd Dean, President & CEO of Dignity Health
Joe D'Alessandro, President & CEO of SF Travel
Pat Gallagher, Former President of Giants Enterprises
John Goldman, Former President of San Francisco Symphony
Ron Gonzales, President & CEO of Hispanic Foundation of Silicon Valley
Carl Guardino, President & CEO of Silicon Valley Leadership Group
Thomas Keller, Chef and Restaurateur
Chris Kelly, Entrepreneur & Former Facebook Executive
Daniel Lurie, Founder & CEO of Tipping Point Community
Stephen Luczo, President & CEO of Seagate
Michael O'Hara Lynch, CMO of American Surfing Professionals
Marissa Mayer, CEO of Yahoo!
Glenn Murphy, CEO of Gap, Inc.
Mary Murphy, Partner at Gibson, Dunn & Crutcher
Matt Prieshoff, COO of Northern California of LiveNation
Condoleezza Rice, Former Secretary of State
Bruce Sewell, General Council of Apple
Charles Schwab, Founder & CEO of Charles Schwab Corporation
Charlotte Shultz, Chief of Protocol of San Francisco
Jeff Ubben, Founder & CEO of ValueAct Capital
Jim Wunderman, President & CEO of Bay Area Council
Gideon Yu, President & Co-owner of San Francisco 49ers
George Seifert, former San Francisco 49ers Head Coach
Steve Young, former San Francisco 49ers Quarterback

Additional information can be found on the new website: <http://www.sfsuperbowl.com>.

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