

New Atlanta Stadium Relocation FAQs

What is a Personal Seat License? Are they required?

- ✓ PSLs are a **one-time** fee and a common form of financing for building new stadiums or undergoing large-scale renovations of sporting venues. The revenues generated through the sales of PSLs will go directly towards construction of the new Atlanta stadium. In the southeast, PSLs are most similar to the college football donation program.
- ✓ For more details on PSLs, please visit www.newatlantastadium.com/FAQ.

Why are you not releasing pricing information for the rest of the building?

- ✓ At this time, the team is still working to finalize pricing for the non-club areas of the stadium. It's been the team's goal to create a pricing structure that is representative of the Atlanta market and community at-large as well as our season ticket holders. Careful pricing research from other NFL teams and recent new stadiums is still underway. Once finalized, we will detail our pricing and payment options in their entirety to our fans and to the general public.

What are the expected price ranges for the other seating?

- ✓ Our executives are carefully researching other PSL programs across professional sports and combining that research with feedback we've received from our fans through focus groups we've conducted. We've said publicly on a number of occasions that it's our organization's goal to create a fair and inclusive pricing structure representative of the Atlanta market and we are confident that the PSLs and payment options were developed with our fans in mind. Once finalized, we will detail our pricing and payment options in their entirety to our fans and the general public.

Why are you phasing the relocation process? Does it mean that I do not have the same priority?

- ✓ We are only phasing our contact with season ticket holders to ensure that we allow everyone enough time to meet face-to-face with their dedicated new stadium sales consultant. Meetings will take place at the state-of-the-art stadium Preview Center in Atlanta. If you are not included in the first phase, your priority to purchase your reasonably comparable allocated seat(s) will not be affected.
- ✓ After carefully researching many stadium relocation plans across professional sports, we believe this is the most fair and equitable process to ensure every season ticket holder receives the personal attention and time required to make the most informed decision about their seats in the new stadium.

How was my seat location determined?

- ✓ As an active Executive Member or Falcons season ticket holder, you will be allocated a reasonably comparable seat location in the new Atlanta stadium based upon your current seat(s) at the Georgia Dome. Regardless of your designated phase in the relocation process, you will have guaranteed priority to purchase your allocated seat(s).

I have had seats for years, does my seniority not count for anything?

- ✓ First and foremost, we appreciate your long-time support and commitment to the Falcons. Yes, our new stadium sales team is going to factor your seniority into the new stadium alternative selection process. What that means is that if you, for whatever reason, would like to move or alter your initial seat allocation, you will be asked to fill out a relocation preference form and you will be placed in seniority order to select alternative seats.

What is the preview center and where is it located?

- ✓ The new Atlanta stadium preview center is a state-of-the-art interactive sales center designed to allow season ticket holders the opportunity to walk-through each step of the relocation process. While there, you'll be able to learn more about the unique stadium design; touch and feel the actual club seating and discuss your exact seating options.

The center is located in Atlanta near Hwy. 75 and West Paces Ferry at 3284 Northside Parkway, Suite 100. Currently, the center is open by appointment only.

Who is Legends?

- ✓ Legends Global Sales was hired by the Falcons to design and implement the new Atlanta stadium sales and marketing plans. The group will represent the Falcons during this process and all season ticket holders have been assigned a personal consultant from Legends to walk them through the relocation.