



Contacts: Kim Shreckengost: 404-367-2140
Elena Cizmaric: 404-367-2066

NEW ATLANTA STADIUM RESERVE SEAT PSL SALES TO BEGIN JUNE 3

Atlanta, Ga., June 2, 2015 – Atlanta Falcons representatives today presented to the Georgia World Congress Center Authority Board for approval of the personal seat license (PSL) marketing plan for reserve seats in the new Atlanta stadium. Reserve seats include all seats excluding suite and club seats. PSLs are a one-time fee for seat ownership rights and a common form of financing for building new stadiums or undergoing large-scale renovations of sporting venues.

In February 2014, the Georgia World Congress Center Authority (GWCCA) appointed Atlanta Falcons Stadium Company as the GWCCA's exclusive agent and sales representative for the marketing and sale of PSLs in the new stadium. All proceeds from the sale of PSLs will be applied to the development and construction of the new Atlanta stadium.

A PSL provides ownership rights of seats through the duration of the stadium lease (30 years plus three 5-year renewal options). Benefits of ownership include the ability to transfer or resell PSLs, the right to purchase Falcons season tickets and playoff tickets and priority right to purchase tickets for non-NFL events. In addition, PSL owners are guaranteed a three-year price lock on Falcons season tickets for the 2017, 2018 and 2019 seasons.

Club seat PSL sales began in January 2015 in connection with the start of the relocation process for current Georgia Dome club seat holders. To date, PSL sales have exceeded expectations with over 50 percent of new stadium club seats sold in just over three and a half months.

Concurrent with sales of the remainder of club seats, PSL sales for the rest of the seats in the new facility (reserve seats) will begin on June 3.

With 13 PSL price points, current and new season ticket holders will have a broad range of options to choose from. Reserve seat PSL prices range from \$500 to \$5,500 with an average PSL price of \$2,500. Approximately 60 percent of reserve seats have a PSL price of \$2,500 or less, and approximately 87 percent of reserve seats have a PSL price of \$3,500 or less. PSLs may be paid in full at the time of purchase, in annual equal installments between now and 2017, or financed over 10 years.

“We’re very encouraged by the results of club seat sales to date, and we’re looking forward to continuing to meet with Falcons fans at our preview center in Atlanta,” said Michael Drake, vice president of sales and service for Legends Global Sales, which oversees the Falcons’ premium and reserve seat sales for the new Atlanta stadium. “As with club seats, our reserve seat pricing model is based on in-depth research, season ticket holder focus groups and thorough market testing.

“By offering a broad range of PSL options for buyers at all levels, the Falcons are fulfilling their commitment of ensuring that the community at large will have access to an unparalleled event or game day experience at the new Atlanta stadium.”

The new Atlanta stadium offers enhanced amenities for season ticket holders on every level. These include:

- Wider concourses
- 360-degree access on every level
- More restrooms and escalators
- Guaranteed access to purchase Falcons playoff tickets
- Unparalleled viewing experience of the 64,000 square foot HD video halo board
- Access to the NFL’s first 100-Yard Bar on the upper concourse
- Enhanced food and beverage variety and fan-first pricing
- 65 percent more points of sale for concessions, ensuring faster service
- Opportunities to purchase tickets to specific stadium events prior to the general public
- Options to purchase parking

All current season ticket holders will have the first opportunity to visit the state-of-the-art new stadium preview center and meet with a dedicated sales consultant to learn more about the seat selection process. Fans who are not current season ticket holders will have the opportunity to purchase season tickets for the new stadium by joining the waitlist. For more information visit:

http://newstadium.atlantafalcons.com/waitlist_overview/

About the new Atlanta stadium

The new Atlanta stadium is currently under construction in downtown Atlanta and will be home to the NFL’s Atlanta Falcons and MLS Atlanta, Major League Soccer’s 22nd team. Scheduled to open in the spring of 2017, the two million square foot state-of-the-art sports and entertainment complex will house sports, civic, cultural and commercial events and will boast many innovative features never seen before in a major sports and entertainment facility. An iconic landmark for the city of Atlanta, the stadium will also be an industry-leading facility in sustainability and technology.

For more information and to view project renderings and photos, visit www.newatlantastadium.com and follow [@NewATLStadium](https://twitter.com/NewATLStadium)

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