

Mercedes-Benz Superdome

Press Kit

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The Superdome – an icon transformed

The story of the Mercedes-Benz Superdome (formerly the Louisiana Superdome) is a remarkable one. As the site of many landmark historic events, it was born during the first great era of domed stadiums in the 1970s but is the only one from the era that remains viable. What is even more extraordinary is that the completely renovated stadium today stands as one of the top 10 nationally, yet the cost to modernize it was a fraction of building a new facility.

“What visitors now see in the Superdome is major, transformational change,” SMG Senior Vice President Doug Thornton says. “After Katrina, we had a strategic vision to recreate the building into an ultra-modern stadium that would accomplish numerous objectives, including re-igniting a major economic engine, securing the Saints long-term, and returning an icon to the New Orleans skyline.”

The multi-phase project cost a total of \$336 million, of which \$156 million came from FEMA. Compared to other new state-of-the-art stadiums like Lucas Oil Stadium, Indianapolis (2008 - \$720 million), Cowboys Stadium (2009 - \$1.3 billion), and the New Meadowlands Stadium (2010 - \$1.6 billion), the new 2011 Superdome was a true bargain.

“From the beginning, we’ve had a great team who planned strategically and worked hard and fast.” Thornton says. “The work was completed on time and under budget, and since reopening in 2006, we’ve had no interruption in events, business has been excellent, and we’re adding more events every day. It has proven to be a great return on investment for the public.”

Since the Superdome reopened in 2006, the events held at the facility have had a total fiscal impact of \$4.1 billion on the Louisiana economy, according to a study by the University of New Orleans’s Division of Business Economic Research.

Through the extensive rebuilding and upgrades to the Superdome, the facility is poised to remain a viable home to the New Orleans Saints and other annual events for many years to come. By 2025, the end of the current Saints lease, every dollar spent on Superdome repairs and enhancements will return \$58 to the state.

“After Katrina, many people counted out the Superdome,” says Ron Forman, Chairman of the Louisiana Stadium and Exposition District, the government-appointed board charged with overseeing operations of the Superdome and surrounding area. “But with this incredible rebuilding project we put a stake in the ground that told the world we’re going to be here for a long, long time. This was money well spent.”

The Superdome is governed by the Louisiana Stadium and Exposition District (LSED) and operated by SMG, the private management firm that also operates the New Orleans Arena and Champions Square. For more information, visit www.mbsuperdome.com or call 504-587-3921.

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\$85 million in new upgrades since 2010

Spectacular new upgrades inside the Mercedes-Benz Superdome that began in 2010 have made it a state-of-the art and modern facility. As one of the busiest multi-purpose stadiums since it opened, the Superdome will continue to provide future generations a showcase for sports and entertainment.

The post-Katrina improvements have sustained the Dome’s legendary history while offering the fans all of the advantages of new design and the latest technology. These spectacular upgrades have transformed the iconic facility into one of the finest in all of sports.

2011 Upgrades

New Exterior LED Lighting System

Activated in October 2011, the Superdome’s permanent lighting system features more than 26,000 LED lights in 288 fixtures capable of reproducing every color of the rainbow on all 96 concave aluminum panels that ring the building’s exterior – a palette of more than 2 million square feet. The system is supported by more than five miles of copper wiring and is remarkably energy efficient. The entire system, when operating in one color, draws only 10 kilowatts of electricity – the equivalent amount of energy used by a small home. When operated six hours per day every day of the year, no lights will need to be replaced until 2057. The system won the 2012 “Excellence in Design” award in the Architainment category from Live Design Magazine, a leading architecture, design and event production publication.

New Sideline Seating

The sideline seating on the Plaza Level has been completely revamped, moving patrons closer to the action, with improved sightlines. The new lower bowl seating units have added 3,400 prime seats up close to the team benches. In addition, 5,000 seats have been replaced in the Plaza Level with new club seats.

Expanded Plaza Level Concourse

At key points on both sides, the Dome’s Plaza Level concourse has been widened by 50 feet, providing better visitor access to other new improvements, including four additional permanent concession stands, four new permanent souvenir stands, four new restrooms (adding 75 new women’s stalls), and 131 additional ADA seats, enhancing that seating element. The new

concourse has all-new flooring, lighting, murals, color scheme and signage. Three new elevators have been incorporated providing additional vertical transportation from the 100 Plaza level to the Terrace level. In addition all existing elevator cab interiors have been refurbished.

New Premium Bunker Club Lounges

Located below the reconfigured Plaza Level stands on field level at the 50-yard line, the two new 7,500-square-foot premium bunker club lounges feature private entry directly from the parking garage, an upscale environment for private events, and high-end amenities including two full service bars per club, lounge & table seating, television monitors and four restrooms each (adding 36 new men's facilities and 60 new women's facilities total).

Exterior Improvements

At both the Gate A and Gate C exterior Plaza areas, the entry ramp area has been reshaped and widened to provide improved traffic flow and easier access to the adjacent areas of the Plaza Level. A new dynamic LED lighting system replaces the former "wash lights" to illuminate the exterior of the Superdome. This energy efficient system will allow for unlimited color and lighting patterns that can be customized specifically for every event.

2010 Upgrades

New Exterior Skin

Nearly 400,000-square-feet of aluminum was specifically researched, developed, tested and manufactured for the project. The new custom anodized light bronze exterior panels feature a fade-proof finish, measure 1-foot by 25-feet, and weigh approximately 27.5 lbs each. They were fabricated at Gibbs Construction, and the entire 220 tons of aluminum was processed by Ryerson Metals of St. Rose, La. The outer wall features an innovative new barrier system that improves the facility's insulation and provides energy savings. The "Rainscreen" approach is based upon two separate and distinct barriers, or leaves, on the exterior building wall. The .05-inch outer leaf sheds and controls most of the rain water, allowing some penetration through open joinery.

New Private Luxury Suites

A total of 15 private box suites have been added to the Superdome's 300 level, increasing the building's total number of luxury suites to 152.

New Press Box

A new state-of-the-art press box was built on the 700 Terrace Level, with working space for 200 sportswriters and 12 booths for coaches, radio broadcasters, and team operations.

New Team Store

The Saints team store was relocated to Gate B, upgraded, improved with high-end merchandising fixtures and finishes, and expanded by 3,650 square feet.

New Saints Locker Room

The Saints team locker room was upgraded and expanded by 5,000 square feet, doubling its size. A new modern media interview area was also added to the space.

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From Katrina's devastation, the Superdome rekindled hope for Louisiana

When Hurricane Katrina ravaged New Orleans on Aug. 29, 2005, an estimated 25,000 to 30,000 people sought protection inside the Superdome. The stadium served as refuge of last resort for those who had no means of leaving during a mandatory evacuation of the city. If not for the Superdome many of them might have perished in the frightening conditions outside. The wind ripped open holes in the Superdome's roof and water poured inside, causing massive damage.

Bringing the Superdome back to life after Hurricane Katrina tried to rip it apart began days after the storm had passed. Doug Thornton, SMG Senior Vice President of Stadiums and Arenas, assembled a team of remediation experts, contractors and architects and led them on a flashlight tour to see if the big building could be restored.

Some doubts about the future of the Superdome were expressed. But within weeks the experts said the Superdome was still structurally sound. Then the work of cleaning, drying and restoring it began.

What followed was the biggest stadium reconstruction project ever attempted in the U.S. Not only was it accomplished in record time, the Superdome was vastly improved. The teams and fans came back to a newer, brighter Superdome that symbolized the resolve of Louisianans to rebuild.

The initial post-Katrina repairing and remodeling of the Superdome was accomplished in three phases over a period of four years. The ability to include major improvements during the construction work resulted in cost efficiency with minimum interruption to events.

After remediation work was finished in just five months, construction began on March 1, 2006. Thornton directed 35 contractors and some 850 workers, most of whom toiled seven days a week through the hot summer. Less than six months later, the Superdome was remarkably "football ready."

A display of photographs in the 200-level lobby just above Gate A chronicles the storm and the remarkable rebuilding achievement.

When the doors opened for the first time after the storm, the Saints defeated the Atlanta Falcons 23-3 before a Monday Night Football national TV audience. It was Sept. 25, 2006, a date clearly etched in the history of a city that cherishes its rich past. The reopening of the Superdome was heralded internationally as a symbol of Southeastern Louisiana's rebirth and a major step in revitalizing the area's economy. The iconic facility became Louisiana's most recognizable landmark.

The first phase included replacing the outer surface of the entire 9.7-acre roof; installing a brilliant new video board-scoreboard-message board system; completely remodeling 38 permanent concessions stands and all three kitchens; and upgrading 8,000 Club Level sideline seats and 4,000 Box Suite seats.

Phase 2 began after the 2006 football season and included finishing all 137 stately suites and four luxurious Club Lounges; adding giant new windows in the 200-level Lounges; installing a new state-of-the-art technology infrastructure throughout the building; and completely upgrading the Dome's in-house TV production facilities. The addition of two new escalators provide direct access to the Club Level concourse from the exterior Plaza.

Work on Phase 3, which included the installation of a new aluminum outer skin for the entire building, began in February, 2009, and was completed in October 2010. The 16,000 shiny new bronze-hued aluminum panels replaced the original skin all around the exterior of the big structure and restored the building's original color with a new custom anodized fade-proof finish. The 400,000 square feet of aluminum was specifically researched, developed, tested and manufactured for the Superdome project.

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Post-Katrina Timeline – Superdome and New Orleans Arena

Aug. 29, 2005 – Hurricane Katrina strikes New Orleans. During the week after Hurricane Katrina ravaged the city, the Superdome serves as a refuge of last resort for approximately 30,000 evacuees, and the Arena is converted into a triage center.

Mar. 1, 2006 – Remediation is complete; Dome construction begins. After drying out and removal of trash and damaged property, work begins on repairs and improvements to the Superdome.

Mar. 4, 2006 – Arena reopens with concert. The Arena sustained minimal damage from Hurricane Katrina, reopening 187 days after the storm hit. The first event features Placido Domingo, the New Orleans Philharmonic Orchestra and the New Orleans Opera Chorus.

Mar. 8, 2006 – Hornets return to Arena for 3 games in 2005-06 season. The New Orleans Hornets return to the Arena to play the Los Angeles Lakers in first of three home games. The rest of the Hornets 2005-06 season is relocated to Oklahoma City, OK while New Orleans recovers from the storm.

Sept. 25, 2006 – Superdome reopens; Saints play on Monday Night Football. The Superdome is back in business. A sellout crowd of 70,003 celebrates the Saints' 23-3 win over the Atlanta Falcons while a national TV audience watches on ESPN's Monday Night Football. The biggest reconstruction project in the history of American stadiums is completed in less than seven months.

Sept. 30, 2006 – Tulane football hosts Conference USA rival SMU. After playing 11 of its 2005 season games on the road because of Katrina, the university returns to its home field in the Superdome.

Nov. 5, 2006 – Hornets back in Arena for six games in 2006-07 season. The Hornets play the Houston Rockets in the first of six 2006-07 home games in the Arena; the balance of the 41 home games are played in Oklahoma City, OK.

Jan. 3, 2007 – Allstate Sugar Bowl returns to the Superdome. No. 4-ranked SEC West champion LSU defeats no. 11 Notre Dame 41-14 before a sell-out crowd of 77,781.

July 5-7, 2007 – Essence Festival returns. The Essence Music & Heritage Festival, a three-day event that is one of the largest multicultural gatherings in the nation, comes back to its home in the Dome after a year in Houston, TX. Dubbed a “party with a purpose,” the festival features name entertainment on the Superdome’s main floor and in all five club rooms, dubbed “Superlounges,” on three successive nights.

Aug. 10, 2007 – Phase 2 of Superdome construction completed. The Saints play the Buffalo Bills in a preseason home game. Work on Phase 2 of Superdome construction is complete; most of it upgrades to the 137 box suites and four 20,000 square foot ballrooms.

Oct. 31, 2007 – Hornets return to Arena for full season. The Hornets play the Sacramento Kings in the first home game of the season before a crowd of 15,188. The Hornets return to the Arena full-time for all 41 regular-season games, two preseason games, and seven plays off games.

Jan. 7, 2008 – Superdome hosts BCS National Championship game. SEC Champion LSU defeats Ohio State 38-24 to win the BCS championship and setting a new championship game attendance record of 79,651.

Feb. 14-17, 2008 – NBA All-Star Game highlights full weekend of events in the Arena. In addition to the All-Star game, events at the Arena include the T-Mobile Rookie Challenge, Friday night and the Shooting Stars, Skills Challenge, Three-Point Shootout and Slam Dunk Contest Saturday night.

June 25, 2009 – State approves \$85 Million in Superdome upgrades. Louisiana legislators approve House Bill #2, part of a nearly \$5.4 billion multi-year plan for state projects called the capital outlay bill, which includes \$85 million for upgrades to the Superdome. The construction is set to take place in the summers of 2010 and 2011, which includes revamping the lower bowl seating, renovating the main concourse, building 15 new box suites, two new field-level lounges and relocating the press box.

Aug. 21, 2010 – Superdome hosts Saints pre-season home opener showcasing new amenities. New club suites, a moved and modernized press box and team store are part of the Dome’s 2010 upgrades, as is a new team locker room for Saints players.

August 10, 2011 – Completely renovated and upgraded Superdome officially rededicated. Louisiana leaders officially rededicate the completely modernized Superdome in a special ceremony that highlights the \$85 million capital outlay project approved in 2009. The project is

part of the renegotiated agreement between the Saints and the State of Louisiana that keeps the team in New Orleans through 2025.

October 4, 2011 –Louisiana Superdome is renamed “Mercedes-Benz Superdome.” Building is renamed after a 10-year agreement is reached between the New Orleans Saints and Mercedes-Benz USA. This marks the first time the stadium has been linked with a naming rights sponsor.

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Saints, State reach new agreement through 2025

Concluding nearly a year of negotiations in 2009, the State of Louisiana and the New Orleans Saints reached a long-term, wide-ranging agreement that:

- Extended the Saints’ Superdome lease through 2025
- Included \$85 million in upgrades to the Dome by the 2011 season
- Created a new partnership between the two to develop property adjacent to the Dome

The upgrades to the Superdome will increase opportunities for more ancillary revenues for the Saints, thereby reducing the State’s obligations to the club under the old agreement.

The plans included a complete lower bowl redesign, adding more concession areas and restrooms, building new Premium Club lounges under the Plaza Level seating, adding 15 suites on the 300 level and moving the Press Box to the Terrace.

The improvements will benefit all users of the Superdome, and coupled with the more than \$200 million facelift the Superdome received following Hurricane Katrina, will keep the Dome competitive for future major sports events.

In fact, the proposed additions were an integral part in the successful bids for the 2012 NCAA Final Four and the 2013 Super Bowl.

The Benson family and the State, through the Louisiana Stadium and Exposition District (LSED), are co-developing property on the downtown side of the Superdome, revitalizing an area that has been dormant since Katrina. The two are turning the area formerly occupied by the New Orleans Centre Mall into a spectacular 53,000 square-foot state-of-the-art entertainment zone called Champions Square presented by Verizon.

The Benson family purchased the Dominion Tower office building and the state has leased a portion of the available space to relocate offices that have been scattered since the hurricane ruined the State Office Building in New Orleans.

The previous Superdome lease agreement with the Saints ended after the 2010 season.

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Champions Square creates dynamic entertainment zone in sports district

Champions Square presented by Verizon first opened for the 2010 Saints season and has become a dynamic new special events space located adjacent to the Mercedes-Benz Superdome at the site of the former New Orleans Centre mall. The new fan entertainment area operates before and after Saints games and features a large music stage and multiple food vendors. It can accommodate more than 8,000 people.

The 53,000 square-foot Champions Square features many special elements, including a 36-foot by 32-foot performance stage, a 32-foot x 18-foot LED video board, a state-of-the-art sound system, special lighting, and numerous 10-foot by 10-foot performance modules, creating an urban tailgate environment for fans on game day. LaSalle Street has been closed to vehicular traffic and is paved as a pedestrian mall. A grand staircase from the Square to the Superdome Plaza Level gives the facility a grand entranceway that it previously never had.

In addition to the live entertainment, street vendors and merchandise kiosks, visitors to Champions Square can dine on food from an iconic group of restaurants that celebrate New Orleans's rich culinary heritage. There's also an ultra-chic lounge, club XLIV. The high-end party area is named after the Saints greatest victory – Super Bowl Forty-Four (XLIV) – and it gives the Champions Square entertainment district a luxurious retreat and is available year round for private rental.

Featuring ambient music, high-end leather furniture, LED lighting, diaphanous drapes, a Blu-Ray projection wall and curvaceous bars and entertainment areas, Club XLIV brings a slice of Vegas Strip sizzle to the Crescent City. Entry requires a separate ticket.

The theme of “champions” was derived from the Superdome's long history of hosting champions and championships, and the Square features iconic images – some 30-feet tall – from the building's storied past. Construction on the project cost a total of \$13.2 million. \$10.5 million of the project budget is supplied by the Saints as part of the deal to keep the team in New Orleans through 2025, with the balance of the funding being provided by the LSED and other sources.

The property is owned by Zelia LLC., a firm owned by the Benson Family. It is leased to the Louisiana Stadium and Exposition District (LSED) and operated by SMG, the private management firm that also operates the Superdome and New Orleans Arena. For more information on the Superdome, visit www.mbsuperdome.com or call 504-587-3921.

The Superdome – A national landmark since 1975

The Louisiana Superdome was created by law on November 8, 1966. Construction began on August 11, 1971. It opened its doors on August 3, 1975, and reopened after Katrina on September 25, 2006. On October 4, 2011, it was re-christened the Mercedes-Benz Superdome after a 10-year deal is reached between the NFL Saints and Mercedes-Benz USA.

Superdome Statistics

- Seating capacity – 73,208
- Total land area – 52 acres (building, garages, and grounds)
- Height – 273 feet (82.3 meters); diameter of Dome – 680 feet (210 meters)
- Area of roof – 9.7 acres; 440,000 square feet
- Main arena floor – 166,180 square feet
- Air conditioning – 9,000 tons
- Convention/meeting rooms – 4 Club Rooms, each approximately 18,000 square feet, and 2 ground level bunker clubs, each 7,500 square feet
- Artificial turf – UBU – Speed Series – S5-M, 60,000 square feet

Superlatives

- World record for an indoor concert – 87,500 for the Rolling Stones in 1981
- Six Super Bowls, including Super Bowl XII (1978), XV (1981), XX (1986), XXIV (1990), XXXI (1997), XXXVI (2002), *plus another, XLVII, coming in 2013*
- Five NCAA Men’s Basketball Final Fours (1982, 1987, 1993, 2003, 2012)
- Five NCAA Basketball Division I Regionals (1981, 1990, 1999, 2001, 2011)
- Four NCAA Basketball First and Second Rounds (1999, 2001, 2007, 2010)
- Three BCS College Football Championship Games hosted by Sugar Bowl (2004, 2008, 2012)

A Few Legendary Moments

- George H. Bush nominated for reelection at 1988 Republican National Convention
- Pope John Paul II addressed 80,000 school children in 1987
- Muhammad Ali defeated Leon Spinks before 65,000 in 1978
- Sugar Ray Leonard defeated Roberto Duran in “No Mas” fight in 1980
- Saints defeat Falcons 23-3 in first game back in the Dome after Hurricane Katrina on Sept. 25, 2006

On The Horizon

- **Super Bowl (Feb. 3, 2013)** Seventh time in Superdome.

Quick Facts – Repairing, rebuilding and improving the Superdome

Oct. 2005-Mar. 2006	Remediation and Recovery
Mar. 1-Sept. 25, 2006	Construction Phase 1: “Football Ready”
Sept. 2006-Jan. 2009	Construction Phase 2
Jan. 2009-Sept. 2010	Construction Phase 3
Jan. 2010-Aug. 2011	Relocation of Press Box/Creation of 300 Level Suites
Jan. 2011-Aug. 2012	Plaza Expansion / Bunker Clubs Created

Major Improvements

Phase 1

- New video board-scoreboard-message board system
- Complete remodeling of 38 permanent concessions stands and all 3 kitchens
- Upgrading 8,000 Club Level sideline seats and 4,000 Box Suite seats

Phase 2

- Fully remodeled 137 suites and 4 Club Lounges
- New technology infrastructure
- New TV production facilities
- Windows in all 4 Club Lounges

Phase 3

- Replacement of outer skin
- Escalator access to club lounges

Relocation of Press Box/Creation of 300 Level Suites

- Press Box relocated and modernized
- 15 new suites on 300 Level
- New relocated team store
- Expanded Saints locker room

Plaza Expansion / Bunker Clubs Created

- New sideline seating configuration with 3,100 additional seats
- 5,000 new club seats on Plaza Level
- Widened concourse with four new concession stands and eight new restrooms (including 12 new men's stalls and 135 new stalls for women between the ground and plaza levels)
- 2 new Bunker Clubs at 50-yard line

Repairs and Renovations

- 440,000 square feet (9.7 acres) of roof fully replaced
- 10,463 pieces of steel decking on roof
- 500,000 gallons of polyurethane foam sprayed on roof
- 20,000 gallons (five coats) of urethane outer coating on roof, total 46 mil thick
- 750,000 square feet of sheetrock (45% of total in building) replaced
- 800,000 square feet of ceiling tile (80% of the total) replaced
- 60,000 square feet of artificial turf (100% of total) replaced
- 1.6 million square feet of carpeting (95% of total in building) removed
- 500,000 gallons of epoxy flooring in ramps and concourses
- 58,000 seats cleaned; 10,000 damaged seats replaced (total is 72,000 seats in building including 4,000 new Club Level sideline seats).
- 3.8 million gallons of water extracted from the dome and its garages.
- 4,000 tons of trash & debris removed, including damaged furniture & equipment

Total Project Financing

Cost By Phase

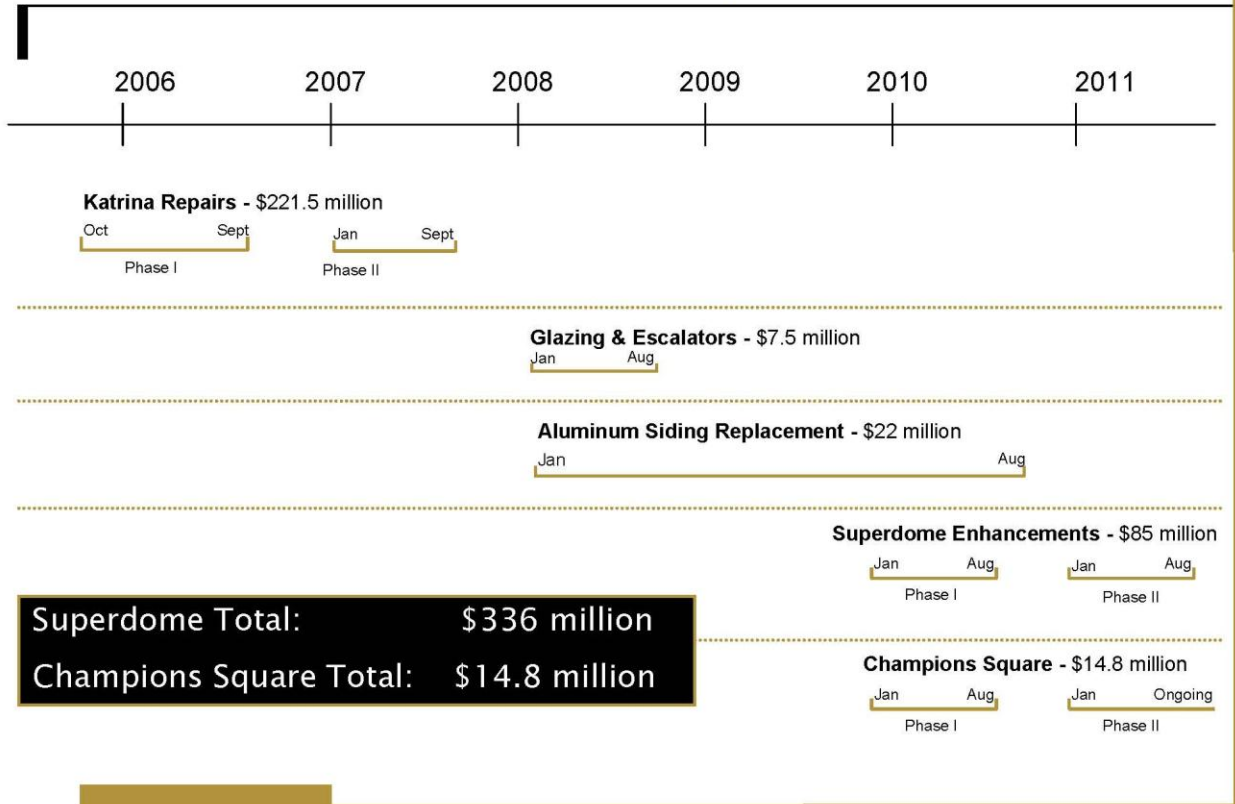
Phase I – Katrina Repairs	\$187 million
Phase II – Upgrades	\$34.5 million
Phase III – Outer Skin	\$22 million
Glazing & Escalators	\$7.5 million
Superdome Enhancements	\$85 million
Total Cost	\$336 million

Funding Sources

FEMA	\$156 million (FEMA eligible repairs including roof and aluminum siding)
State of La.	\$121 million (Includes 2010 \$85.0 million appropriation for Superdome upgrade)
LSED	\$44 million (From refinanced LSED bonds post Katrina)
NFL	\$15 million (Non-reimbursable funding grant from NFL)
Total	\$336 million

Timeline

Timeline of Superdome Enhancements



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