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Contact: Heather Shimkos George
loviolgeorgeinc
313.832.2210 x14
248.417.5773 (cell)
hjk@loviogeorgeinc.com

DETROIT SUPER BOWL XL HOST COMMITTEE ANNOUNCES BIG PLANS FOR MOTOWN WINTER BLAST

First-Ever Wintertime Event Debuts in 2005 and Provides Backdrop for 2006 Super Bowl

DETROIT (5 February 2006) –Today marked a cool day in Detroit’s history as the Detroit Super Bowl XL Host Committee, Chairman Roger Penske and Mayor Kwame Kilpatrick announced big plans for the Motown Winter Blast, a signature wintertime event created for Super Bowl XL. The event is scheduled for January 21-23, 2005 and February 3-5, 2006, and is expected to entertain hundreds of thousands of visitors and Detroiters.

“We know from the Winter Olympics that it is very possible to celebrate the weather and use it to transform the experience,” said Roger Penske, Chairman of the Detroit Super Bowl XL Host Committee. “Motown Winter Blast is the right idea to build the kind of activity and attention needed to host a successful Super Bowl experience. It is the beginning of showing the country that Detroit can deliver the biggest and coolest Super Bowl of all,” said Penske.

“Motown Winter Blast will have the smart balance between outdoor and indoor events, celebrate Detroit’s winter landscape and rich cultural heritage, and be compelling to sponsors and visitors,” said Susan Sherer, Executive Director of the Detroit Super Bowl XL Host Committee.

Motown Winter Blast will be produced by Jonathan Witz, President of Jonathan Witz & Associates, best known for the remarkable creation and growth of “Arts, Beats & Eats” held each Labor Day weekend in Pontiac. The firm was selected from a national search conducted by the Detroit Super Bowl XL Host Committee.

The Host Committee and Witz are creating a unique combination of hip and fun winter events that will be centrally located in downtown Detroit. Motown Winter Blast events include:

- **Winter Wonderland at Campus Martius Park** – A lively outdoor family winter event, featuring ice skating, skating celebrities, snow slides and snow mazes around a rink the size of Rockefeller Center’s.
- **Detroit Snow Spectacular and Ice Show at Harmonie Park**– Ice sculptors compete amidst wintertime lighting effects in the cool, urban cityscape of Harmonie Park.

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- **A Taste of Detroit in Greektown**– A taste of Detroit’s finest cuisine and the best local jazz and blues performers will fill heated tents in Greektown.
- **Motown Winter Blast Concerts**– Reasonably priced concerts will feature top musical headlines and Detroit-based bands performing from early afternoon into the night. Details to be announced at a later date.
- **The Ford Field Corporate Bowl** – A corporate sports challenge for six person teams representing Detroit’s corporate community. It will be hosted by leading media personalities and sports legends, featuring fan-friendly games and competitions.
- **Made in Detroit** – An indoor event featuring food stands, two live music areas, a comedy stage and a dance club celebrating the best of Detroit.

Tour D’Arts, another major Motown Winter Blast event, is a city first as the finest Detroit cultural institutions open their doors free of charge or at a discounted admission offering special themed exhibits for Motown Winter Blast. Several institutions have already committed and more will be contacted in the coming weeks.

“This is a one-of-a-kind winter celebration. From a family oriented festival at Campus Martius Park to the coolest in upbeat cultural and music events, Detroit is going to be the hottest place to be,” said Witz.

As the only northern city to host the Super Bowl twice, Detroit has a two year window to celebrate a different kind of Super Bowl experience with Motown Winter Blast.

“The Super Bowl is the greatest opportunity we have to show the world it is indeed a new day in Detroit. We will be ready,” said Detroit Mayor Kwame M. Kilpatrick.

For additional information on the Motown Winter Blast, visit www.motownwinterblast.com or call 313.963.8418.

Led by Chairman Roger Penske and Executive Director Susan Sherer, the Detroit Super Bowl XL Host Committee (www.sbxl.org) is a private, non-profit organization serving as the official liaison between the National Football League and the metro Detroit community to prepare for the Super Bowl on February 5, 2006. Coordinating efforts with hospitality, government and corporate officials, the Host Committee was formed as part of the bid process specified by the NFL and crafted to suit metro Detroit’s needs.

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