

WELCOME TO THE OMNI PAVILION

EVENT: Super Bowl XXXIX
HOSTING CITY: Jacksonville, Florida
DATE: February 6, 2005

SportsLoop is pleased to announce the establishment of the Omni Pavilion, a unique venue at Super Bowl XXXIX that will take place February 3, 2005 through February 6, 2005 in Jacksonville, Florida.

The Omni Pavilion is strategically located at the corner of Bay Street and Randolph Street, adjacent to the Riverfront Transportation Hub and just two blocks from ALLTEL Stadium. The close proximity to the stadium combined with the high volume of foot traffic provides corporate sponsors with the ability to entertain their clients in the heart of the activities area and also provide an experiential marketing opportunity for potential consumers.

For further information, please contact Roy Kessel at 312.498.4653 or Pete Force at 312.388.3366.

Omni Pavilion Activities Include:

- Entertainment including Rock and Country Bands
- Athlete and Special Guest Appearances (Celebrities to be announced)
- Gifts, Premiums, Door Prizes
- Food & Beverages, including our own "Taste of Florida" featuring local cuisine

DEMOGRAPHIC PROFILES - SUPER BOWL ATTENDEES

Male Audience: 74%
Female Audience: 26%
Median Age: Male (39); Female (25 to 54)
Annual Household Income: \$152,000
(38% between \$100,000 & \$200,000)



Location/Specifications

Building – 40,000 sq. ft. corner frontage, historic single story building, accommodating 2,000 to 3,000 people.
Hospitality Lot – Dedicated to the Luxury Coach hospitality suites within a highly visible area.