



FOR IMMEDIATE RELEASE  
1/30/12

## **NFL INTRODUCES COMMUNICATIONS SYSTEM FOR SUPER BOWL XLVI TICKET HOLDERS**

### **Fans May Register at [NFL.com/SBXLVI](http://NFL.com/SBXLVI) For Exclusive Details About Gameday and Other Events**

NFL fans and ticket holders will be able to connect with Super Bowl XLVI through a new mobile application and text communications platform that will provide real-time information concerning Super Bowl events, including gameday, it was announced today.

All fans enjoying the week of Super Bowl festivities in Indianapolis may download the free, official Super Bowl XLVI Guide application presented by Verizon for their smart phones and tablets. Features will include an interactive 3D map of Lucas Oil Stadium and downtown Indianapolis as well as a full event schedule, restaurant and nightlife guide and other information. The app may be downloaded by texting "Guide" to MYNFL (69635) or searching for "Super Bowl XLVI Guide" in the Android Market or Apple App Store.

Ticket holders may also visit [NFL.com/SBXLVI](http://NFL.com/SBXLVI), text "Super Bowl" to MYNFL (69635) or scan the QR code on the back of their tickets to register on [NFL.com](http://NFL.com) to opt-in to a communications service which will provide important information from the NFL via text message.

Ticket holders will receive a variety of notifications on Super Bowl Sunday including weather and traffic notifications, waiting time at stadium entrances, and more. During Super Bowl week, subscribers will be sent information about events happening throughout Indianapolis.

Information will also be continuously updated on [NFL.com](http://NFL.com) and [SuperBowl.com](http://SuperBowl.com). Fans may visit <http://www.nfl.com/superbowl/46/guide> for details about housing, gameday parking, Lucas Oil Stadium, the event calendar and an interactive virtual visitors' guide.

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