



One MetLife Stadium Drive | East Rutherford, NJ 07073

Activator adopted to assist with MetLife Stadium Naming Rights Partnership

MetLife Stadium is the latest premier sports venue to turn to Activator, Turnkey's online solution for partnership management. Activator will help the stadium to collaborate with naming rights sponsor MetLife, in a secure, real-time digital environment.

Haddonfield, New Jersey, December 12, 2011 – MetLife Stadium is the most recent sports and entertainment venue to adopt Activator, the cloud-based partnership management platform recently launched by Turnkey Sports & Entertainment.

Activator provides a valuable digital tool to assist in the execution of the facility's recently signed 25-year partnership with MetLife, one of the world's leading insurance companies.

"Activator's cutting edge technology is a great benefit to our relationship with MetLife," said Mark Lamping, President and CEO of MetLife Stadium. "Having instant access to two-way communication provides a very convenient path for information sharing."

Adopting Activator will enable the stadium to update MetLife in real time on specific components of their deal allowing both parties to easily track aspects of the partnership, anytime, from anywhere.

"Turnkey is thrilled to be partnering with MetLife Stadium on Activator," said Emily Huddell, Turnkey's Senior Vice President of Sales & Service. "The stadium's deal with MetLife is a game-changer in our industry, and Turnkey is thrilled that Activator will play a role in helping both sides manage key components to enable flawless execution."

About MetLife Stadium

MetLife Stadium, home to the New York Football Giants and New York Jets, sets the standard for venue excellence, with state-of-the-art technology, comfort and amenities. The only active venue to serve as the home stadium for two NFL teams, MetLife Stadium hosts 20 NFL games per season, more than any other Stadium.

With a full, game-day seating capacity of 82,500, MetLife Stadium is the largest stadium in the National Football League. It boasts numerous dining options and a rail line that drops guests directly at the front

door. During its inaugural year in 2010, MetLife Stadium was selected to host Super Bowl XLVIII and in 2014, the venue will become history's first open-air venue in a cold-weather region to hold football's biggest game.

In 2011, MetLife Stadium was ranked No. 1 for safety by *Security* magazine's "Security 500" in the Arenas/Stadiums/Leagues/ Entertainment division, and for the second consecutive year was cited by *Billboard* magazine as the highest-grossing stadium in the United States.

For more information, visit www.metlifestadium.com.

About Turnkey Intelligence

Turnkey Intelligence is a wholly owned subsidiary of Turnkey Sports & Entertainment, the holding company that also owns and operates Turnkey Search, the industry's leading executive search firm. Turnkey Intelligence is the sports and entertainment industry's leader in custom consumer research (SURVEYOR), sales automation (PROSPECTOR), and partnership activation (ACTIVATOR). Clients utilize Turnkey's software and services to make better-informed business moves involving sponsorship, marketing and sales. For more information, visit www.turnkeyse.com.

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