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**DIRECTV TO PRESENT THE CHAIRMAN’S PARTY AT SOFI STADIUM,
WITH SPECIAL PERFORMANCE BY 8-TIME GRAMMY WINNER USHER,
ON THE BET STAGE**

*Anticipated Invite-Only Celebration to Take Place Immediately Following
NFL Honors Show Inside SoFi Stadium on Thursday, February 10*

LOS ANGELES (January 27, 2022) — The Los Angeles Sports & Entertainment Commission (LASEC) announced today that DIRECTV will serve as Presenting Sponsor of The Chairman’s Party, the exclusive after-party following the NFL Honors Show inside SoFi Stadium at The Canyons, an open-air location within the SoFi Stadium footprint. The invitation-only celebration on Thursday, February 10 will include a special performance by **eight-time Grammy winner Usher** on the BET Network Stage.

The Chairman’s Party will be the most exclusive event of Super Bowl weekend, with a star-studded invitation list that includes current sports icons, Hollywood celebrities, Pro Football Hall of Famers, and NFL team owners. Guests will enter SoFi Stadium via the DIRECTV "Blue Carpet" and receive an early look at the site of Super Bowl LVI. Once inside guests will enjoy creative food and drink offerings and photo opportunities near the SoFi Stadium field.

“We look forward to welcoming fans to Los Angeles and officially kicking off Super Bowl weekend with the Los Angeles Sports & Entertainment Commission at The Chairman’s Party Presented by DIRECTV,” said **Bill Morrow, CEO, DIRECTV**. “Our company has been synonymous with world-class Super Bowl festivities in years past, and this event will continue that long tradition.”

One of the world’s most successful artists in recent decades, Usher has earned some of the music industry’s top accolades. He has been nominated for more than 600 awards, winning 320 of them, including eight Grammys; 18 Billboard Music Awards; and nine American Music Awards. Usher has sold more than 43 million albums worldwide, repeatedly earning Diamond, Multi-Platinum and Platinum status. He has had 18 Billboard Top 10 singles, including nine No. 1 singles. He recently served as a coach on TV’s No. 1 reality competition, NBC’s “The Voice,” as well delivering a sold-out residency in Las Vegas.

“The Chairman’s Party Presented by DIRECTV is a culmination of hard work and perseverance on behalf of all the Super Bowl stakeholders. We appreciate the artists and other supporters who are contributing the success of the weekend,” said **Casey Wasserman, Chairman, Los Angeles Super Bowl Host Committee**.

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2-2-2

In addition to the announcement of The Chairman's Party presented by DIRECTV, as an extension of the Super Bowl LVI Legacy Program, DIRECTV will award one of the 56 community organizations an additional \$25,000 grant award, for the tremendous work they are doing in the community. Two additional organizations, also focused on empowering youth through storytelling, will receive \$5,000 each.

"Thanks to the support of DIRECTV, we are excited to host the official post-NFL Honors party at SoFi Stadium and give our guests an exclusive kickoff to Super Bowl weekend," said **Kathryn Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission**. "The Chairman's Party presented by DIRECTV, will celebrate the return of Super Bowl to the Los Angeles region, for the first time in nearly 30 years, and shine a light on a deserving Super Bowl LVI Legacy organization with the DIRECTVxChampionLA Award."

Additional upcoming events supported by LASEC and ChampionLA include the 2022 MLB All-Star Game, 2023 College Football Playoff National Championship, 123rd U.S. Open Championship, 2024 NCAA Division I Men's Basketball West Region Championship, 2026 U.S. Women's Open, and the 2028 Summer Olympic & Paralympic Games. Los Angeles is also a Candidate Host City for the 2026 FIFA World Cup™.

Legends Global Partnerships division represented LASEC in establishing this strategic relationship with DIRECTV.

About the Los Angeles Sports & Entertainment Commission

The Los Angeles Sports & Entertainment Commission (LASEC) is a non-profit organization officially designated to attract, secure and support high-profile sports and entertainment events in Los Angeles. We connect local businesses and communities with events to create lasting economic, cultural, and social impact for the region. For more information, visit www.LASEC.net

About DIRECTV

DIRECTV is focused on innovation and providing the best possible experience for our current and future fans. Since its launch in 1994, DIRECTV has continually evolved its product, best-in-class content, service and user experience to provide customers with an industry-leading video offering. DIRECTV offers the industry's best picture format and exciting content in 4K HDR. It is the undisputed leader in sports, bringing NFL Sunday Ticket customers every live out-of-market NFL game, every Sunday during the NFL season. DIRECTV also gives customers the choice of watching movies and TV shows from virtually anywhere – on their TVs at home or their favorite mobile devices via the DIRECTV app. DIRECTV STREAM, the streaming video service, is designed for the household that wants the best of live TV and on-demand, compelling live TV packages, sports and, when using a DIRECTV STREAM device, access to more than 7,000 apps on Google Play. DIRECTV products and services are provided or offered by DIRECTV, LLC., its subsidiaries and affiliates under the DIRECTV brand. DIRECTV, the DIRECTV logo and other marks are trademarks and service marks of DIRECTV or its affiliated companies. Google and Google Play are trademarks of Google LLC.

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3-3-3

About Usher

Usher has changed music, culture, and countless lives. Beyond selling over 80 million records worldwide and collecting dozens of awards, he has simultaneously lit up the small screen on NBC's *The Voice* and the big screen in blockbusters such as *Hustlers*. He has also tirelessly distinguished himself as a devout humanitarian, raising tens of millions of dollars for various causes and uplifting youth via his New Look Foundation since 1999. A true outlier, he was equally at home on the stage of his blockbuster 2021 Las Vegas residency as he was on a 2016 government cultural mission to Cuba as part of President Barack Obama's Presidential Committee for Arts and Humanities. The multiple GRAMMY® Award-winning diamond-selling international megastar, actor, dancer, entrepreneur, philanthropist, and proud Atlanta resident inspires change yet again in 2022 and beyond.

Thus far, he has gathered eight GRAMMY® Awards and emerged as Billboard's "#1 Hot 100 Artist of the 2000s," "#2 most successful artist of the 2000s," and "one of the best-selling artists in American music history," according to the RIAA. He catapulted four consecutive albums to #1 on the Billboard Top 200, beginning with the landmark diamond-certified *Confessions* in 2004. He continued to push boundaries with a series of singles and shows before setting the stage for his ninth full-length offering in 2022.

Most importantly, Usher gives back at every turn. Under his leadership, the New Look Foundation provides opportunities for young people in underserved communities, enabling them to flourish and achieve seemingly impossible dreams. He has contributed to numerous philanthropic causes and historic advancements. He penned a moving essay in *The Washington Post*, lobbying for the recognition of JUNETEENTH as a holiday in 2020. Fostering the national and eventual congressional conversation, he attended the signing of the bill making JUNETEENTH a federal holiday at its passage during 2021. He has achieved recognition and various honors from the Boys & Girls Club of America, the Trumpet Foundations, and Do Something. The NCAA selected him as its 2010 Ford Freedom Award Scholar, and Morehouse College honored him with the prestigious 2014 "Candle Award." In 2022, he takes the stage at *The Beloved Benefit*, which exists to fortify and transform communities throughout Atlanta.

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