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NEW YORK RED BULLS NEW HOME RE-NAMED RED BULL ARENA

State-of-the-art soccer-specific stadium begins vertical construction

HARRISON, NJ (August 19, 2008) – Red Bull New York announced today that its state-of-the-art soccer-specific stadium being built in Harrison, New Jersey, has been renamed Red Bull Arena. Additionally, the next phase of construction – erection of structural steel – began today with the first columns being connected to the foundation.

“The name of the stadium was changed to Red Bull Arena to be more in line with other Red Bull properties worldwide,” said Red Bull New York Managing Director Erik Stover. “Over the course of the construction process, the naming was not controlled by Red Bull. Since Red Bull took over complete control of the construction of the stadium last November, we have been planning to make a change more in line with other Red Bull properties. Red Bull Arena will be the benchmark in the North American soccer stadium landscape by which all other venues will be measured.”

Red Bull Arena – Built by Makita – entered the next stage of the construction process with the start of structural steel erection. This phase begins the vertical construction on the 12.34-acre Harrison, New Jersey site bounded by 6th Street to the west and Cape May Street to the South and East. Structural steel erection began with the columns and beams that will frame the west building that houses the home and visitor locker rooms, stadium offices, three clubs, 1,116 club seats, 30 luxury suites and press facilities. In about one month, structural steel erection will begin for the main seating bowl and roof.

Over the next seven months, the structural steel will be erected to support the new dynamic form roof – a curving structure that will wrap Red Bull Arena in an elegant shell. The unique stadium roof design, which will create a distinguished identity and unique atmosphere for Red Bulls fans, will extend from its leading edge over the entire seating bowl and then curve down to the concourse, creating the dominate architectural statement of power and elegance. The roof will extend 120 feet from the last seat to halfway between the field wall and the field’s touchlines, with 60 feet of the roof being translucent, letting in natural light.

About Red Bull New York: RBNY is one of 14 teams that comprise the top-flight professional soccer league in the United States – Major League Soccer. On the field, the team is led by former Premiership striker and captain Juan Pablo Angel, a finalist for the League’s Most Valuable Player award. In addition to Red Bull Arena, the team is constructing a permanent, state-of-the-art training facility in Hanover, New Jersey. RBNY is owned by Red Bull GmbH, an Austrian company that produces the world’s leading energy drink.



Facts and Figures

Location:	Harrison, New Jersey
	Red Bull Arena is being constructed on 12.34 acres, bounded by 6th Street to the west, Cape May Street to the south & east.
Land Owner:	Town of Harrison, New Jersey
Stadium Owner:	Red Bull Park, Inc.
Stadium Operator:	Red Bull Park, Inc.
Projected Opening:	2009
Naming Rights Sponsor:	Red Bull Energy Drink
Architect:	Rossetti Architects (Los Angeles, CA)
Construction Manager/ General Contractor:	Hunter Roberts Construction Group, LLC.
Resident Team:	New York Red Bulls (Major League Soccer)
Capacity Seating:	25,189
Luxury Suites:	30 (20 lower level and 10 upper level) plus two party decks. Each suite holds 12 seats.
Premium Seats:	1,116
Stadium Clubs:	Three (3) Stadium Clubs
Stadium Shops:	Two (2) Retail Shops
Video Boards:	Two - Video Boards, one in each end of the stadium One - 360-degree wraparound message board
In-Stadium Displays:	Over 300 video flat-screen panels throughout the stadium for event viewing
Field Level Signage:	Field level L.E.D. signage in both end zones and opposite player benches
Concessions:	There will be 65 Point of Sale concession stands between the stadiums two levels (Main and Upper). There will also be 20 portable vendor carts on each level to service the fans.
ATMs:	There will be four ATM machines located within the stadium, one in each corner. There will also be one ATM machine located outside the stadium, adjacent to the box office window.



Features

Key Architectural Design Notes:

- **Close to the action:** Seating has been moved closer to the pitch – 21 feet from touchline to first row of seats
- **Stadium Roof:** A state-of-the-art translucent polycarbonate and aluminum roof structure
- **All Seats Covered:** All seating is covered from inclement weather
- Red Bull Arena was re-designed to be more in line with soccer facilities worldwide.
- Red Bull Arena will have a look and feel to be more soccer-oriented and provide a more fan-friendly environment to the patrons.

Media Amenities:

- **Media Seating:** 100 seats to be located directly behind the player bench area.
- Main press area will be located directly behind bench areas in the lower bowl.
- Main press work area will be located underneath press seating near team locker rooms.
- An additional press work area will be located on the 5th level.

Broadcast Facilities:

- Facility will be equipped with state of the art facilities to handle latest in High Definition technology.
- Three (3) Television Broadcast areas will be located at center field on the 5th level, just 90 feet from the action
- Three (3) Radio Broadcast areas will be located at center field on the 5th level, just 90 feet from the action

Transportation:

- Red Bull Arena will be easily accessible to fans via public transportation including the PATH Trains and NJ Transit to the Harrison Station. The Harrison Station will be refurbished as part of the Harrison Metro Center project.

Seating Capacity Breakdown:

• Lower Bowl	
Premium Seats (west end)	1,116
General Seats	9,823
Barrier Free and Companion seats	340
Total – Lower Bowl	11,279
• Upper Bowl	
General Seats	13,218
Barrier Free and Companion seats	332
Total – Upper Bowl	13,550
• Lower Level Suites	
20 suites with 12 seats per	240
• Upper Level Suites	
10 suites with 12 seats per	120
TOTAL SEATS	25,189