



NEWS RELEASE

CenturyLink named Founding Partner of U.S. Bank Stadium and exclusive communications provider for Minnesota Vikings

2015-10-26

EDEN PRAIRIE, Minn., Oct. 26, 2015 /PRNewswire/ -- **CenturyLink, Inc.** (NYSE: CTL) and the Minnesota Vikings announced today that CenturyLink has been named a Founding Partner of U.S. Bank Stadium, as well as the exclusive communications provider of the Vikings. The 10-year agreement includes significant immersion of CenturyLink's communication infrastructure and services within U.S. Bank Stadium.

"We are thrilled to partner with CenturyLink to provide an advanced communications and technology infrastructure inside U.S. Bank Stadium," said Vikings Owner/President Mark Wilf. "Because of this partnership and CenturyLink's technology, Vikings fans will be able to enjoy the ultimate game day connectivity and our organization will operate in an effective and efficient manner for many years moving forward."

Within U.S. Bank Stadium, CenturyLink will provide an integrated IP network, which will enable 1,300 Wi-Fi access points and allow stadium-wide Internet access, as well as provide content distribution to more than 2,000 high-definition televisions. CenturyLink's cloud-based technology and predictive analytics will enable the Vikings to enhance the fan experience. The game day experience, via the Vikings mobile app, will be made possible as a result of CenturyLink's advanced and robust Wi-Fi and networking infrastructure.

The sponsorship provides multiple touchpoints for CenturyLink, including in-stadium digital and static signage, scoreboard promotional features, digital and traditional media marketing assets, hospitality, television and radio advertising.

"CenturyLink's partnership with the Vikings allows fans to have an enhanced game day experience with state-of-the-art stadium technology," said Duane Ring, CenturyLink Midwest region president. "We are excited about this



agreement, as it will allow us to showcase CenturyLink's brand and our products, including high-speed Internet and Prism TV, as well as cloud-based technology and predictive analytics. We look forward to connecting with one of the NFL's most passionate fan bases."

About U.S. Bank Stadium Founding Partners

Founding Partners of U.S. Bank Stadium will have iconic branding positions within the world-class sports and entertainment venue that will serve as the Minnesota Vikings home beginning in 2016. Founding Partners will help provide a superior experience for stadium users and also align with the Vikings efforts to have a positive impact on the Minneapolis-St. Paul community and the State of Minnesota.

About CenturyLink

CenturyLink (NYSE: CTL) is a global communications, hosting, cloud and IT services company enabling millions of customers to transform their businesses and their lives through innovative technology solutions. CenturyLink offers network and data systems management, Big Data analytics and IT consulting, and operates more than 55 data centers in North America, Europe and Asia. The company provides broadband, voice, video, data and managed services over a robust 250,000-route-mile U.S. fiber network and a 300,000-route-mile international transport network. Visit **CenturyLink** for more information.

Logo - <http://photos.prnewswire.com/prnh/20140806/134213>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/centurylink-named-founding-partner-of-us-bank-stadium-and-exclusive-communications-provider-for-minnesota-vikings-300165177.html>

SOURCE CenturyLink, Inc.