COWBOYS STADIUM

Media Advisory
June 3, 2009

Traffic Briefing on Routes to Cowboys Stadium Today

WHAT: To assist traffic, sports and general assignment reporters in providing the best routes to drivers for Saturday night's George Strait concert, Cowboys Stadium will host a traffic briefing today. Topics will include the Cowboys Stadium parking and traffic site: www.dallascowboysmaps.com, lane closures and alternate routes.

Representatives from NCTCOG (North Central Texas Council of Governments) will be on hand as well as officials with Cowboys Stadium. NCTCOG has been instrumental in traffic planning around the stadium and is a primary voice for the Metroplex on regional road planning.

WHO: Michael Morris, Transportation Director, NCTCOG
Jud Heflin, Stadium Development Director, Dallas Cowboys Football Club

WHEN: 1:00 pm
Wednesday, June 3, 2009
North Central Texas Council of Governments
616 Six Flags Drive
Six Flags Conference Room, 1st Floor
Arlington, TX 76011
http://www.nctcog.org/aa/locator_map.asp

About Cowboys Stadium
When Cowboys Stadium opens in June, 2009 it will be the largest, most technologically advanced entertainment venue in the world. Designed by HKS and built by Manhattan Construction, the $1.1 billion stadium features two monumental arches, the world's largest HDTV video board, an expansive retractable roof and the largest retractable end zone doors in the world. Features of the stadium include seating for 80,000 and expandable to 100,000, 300 luxury suites, club seating on multiple levels and the Dallas Cowboys Hall of Fame and Pro Shop, open to the public year round. In addition to being the new home of the Dallas Cowboys, the stadium will host the 2011 Super Bowl, the 2010 NBA All-Star Game and the 2014 NCAA men's basketball Final Four as well as high school and college football, concerts and special events. For more information, go to http://stadium.dallascowboys.com.

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