COWBOYS STADIUM

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Cowboys Stadium Launches Interactive Map System
Web site delivers customized and efficient route to stadium

(June 3, 2009-- Arlington, TX) Cowboys Stadium officials announced today the launch of www.dallascowboysmaps.com, the venue's exclusive interactive parking and traffic site. The web site assists stadium guests with travel to and from the new stadium because it customizes routes from an originating zip code to a designated parking lot. Information will be updated to respond to lane closings and construction conditions--services that are not available through other mapping websites or GPS systems. Previously available in beta form, www.dallascowboysmaps.com can now provide routes for guests that will attend the first event at the stadium, the George Strait concert on June 6.

"We urge all guests to use directions from this site when planning a route to Cowboys Stadium," said Brett Daniels, Director of Client Services, Dallas Cowboys Football Club. "Our traffic routes may seem like a slightly longer distance but you will get here sooner. We have been developing the traffic plan for two years, and we are confident it will make the door-to-door experience as stress-free as possible."

Daniels noted that many road system and highway exits in the areas around Cowboys Stadium have changed. He said dallascowboysmaps.com will provide valuable assistance to drive into the entertainment district and arrive at the correct parking lot. The site also includes an event departure map and directions that may vary from traditional routes. Routes will be adjusted as needed due to infrastructure changes and updated as construction is completed and new lanes opened.

"It is very easy to use and will make your drive much smoother," said Daniels. "Just enter your originating zip code and your parking lot destination, print and take with you."

The site accounts for traffic flow from seven regional areas (I-30 and Division East and West, I-20 East and West, SH 360 North and South and SH 161 North). Route maps have been created to all 15 parking lots around Cowboys Stadium as well as Rangers Ballpark parking lots and cash lots. Both the City of Arlington and

City of Grand Prairie are adjusting traffic signal timing to accommodate the web site routes in order to facilitate timely arrival and departure.

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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