



COWBOYS STADIUM

Media Advisory

July 22, 2009

Cowboys Stadium Switches to Natural Grass Soccer Field for World Football Challenge

WHAT: After a record setting soccer attendance at the CONCACAF Gold Cup, Cowboys Stadium operators will begin focusing on the next soccer match. The World Football Challenge is on July 26 and features Chelsea FC against Club America, one of Mexico's premier teams. The stadium will convert the soccer field from turf to real grass and media is invited to get b-roll on Wednesday.

Tri-Tex Grass will be installing 85,000 square feet (about 30 truck loads) of Tifway 419 Bermuda grass, grown at a nursery in Tiago, Texas. The sod will be cut at a minimum of 1 1/2" soil depth, which allows for excellent footing for the soccer game. Tri-Tex will be on-hand all week for watering needs, mowing and painting of the field layout.

WHO: Jerry Jones, Owner and General Manager, Dallas Cowboys Football Club
Gordon Jago, Executive Director, Dallas Cup
Randy Price, Tri-Tex Grass

WHEN: 2:00 PM
Thursday, July 23, 2009
Cowboys Stadium
Media entrance, just right of Gate K (park in Lot 10)
Arlington, TX 76011

ATTENDANCE: The event is open only to accredited media.

About Cowboys Stadium:

Cowboys Stadium is the largest, most technologically advanced entertainment venue in the world. Designed by HKS and built by Manhattan Construction, the \$1.1 billion stadium features seating up to 100,000, 300 luxury suites, club seating on multiple levels and the Dallas Cowboys 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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