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GENESIS JOINS ESPN'S *MONDAY NIGHT FOOTBALL* AS HALFTIME PROGRAM, SERIES PARTNER

*Monday Night Football Halftime to Include Music Performances Throughout the
Season Offered Commercial Free, Courtesy of Genesis*

FOUNTAIN VALLEY, Calif., September 10, 2018 – The *Monday Night Football* halftime show will have a new marquee sponsor, luxury automotive brand, Genesis, when the season kicks off on Monday, September 10, with a doubleheader on ESPN. [This year marks the 49th season of *Monday Night Football*](#), making it sports television's longest-running series.

The Genesis *Monday Night Football* Halftime Show will be hosted by Suzy Kolber with Pro Football Hall of Famer Steve Young and Louis Riddick. A special custom opening each week featuring landmarks and vistas from the host city will introduce that week's musical artist and flow into the halftime show, which will be presented commercial free, courtesy of Genesis.

The cornerstone of the agreement will be a unique musical performance to close the halftime show, by a different artist each week. In week one, Boyz II Men will perform a special tribute to Aretha Franklin in Detroit with special guest Tori Kelly. On select Monday nights, these performances will take place live, on the field, during halftime of the Monday Night Football game. Some of the additional artists to be featured during the season include Zac Brown Band, Ciara and Daughtry.

Genesis will be incorporated into *Monday Night Football* through a number of branding elements, including on-screen graphics, desk signage, tune-in messaging, audio

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mentions and more. The brand will also receive commercial inventory throughout the season.

“Genesis is partnering with ESPN to re-define Monday Night Football halftime shows and expand our presence as the official luxury car of the NFL,” said Manfred Fitzgerald, Executive Vice President and Global Head of the Genesis Brand. “We bring culture into everything we do at Genesis and we’re excited to combine sports and music performance for Monday Night Football.”

Added Renie Anderson, SVP, NFL Partnerships, Sponsorship & Consumer Products, “One of the benefits of being a League partner is that Genesis has the ability to leverage this authentically with ESPN, unlike any other in their category. Having the NFL’s official luxury automobile have a presence in one of the premier brands across the entertainment landscape – *Monday Night Football* – is a perfect combination.”

Said Ed Erhardt, President, Global Sales and Marketing, “This is the marquee position in one of the most storied franchises in sports history. Genesis’ innovative advertising and sponsorship approach is reflective of their brand and will give them exposure to the vast, passionate fan base of the NFL. We’ve worked hand in hand with them and with the NFL to bring this to fruition and we can’t wait to watch it unfold throughout the season.”

ESPN introduces a dynamic, [new commentator team](#), including play-by-play voice Joe Tessitore, analysts Jason Witten and Booger McFarland, and reporter Lisa Salters as part of the 49th Monday Night Football season. A doubleheader will kick things off on Monday, September 10 – New York Jets at Detroit Lions (7:10 p.m. ET) and Los Angeles Rams at Oakland Raiders (10:15 p.m. / 7:15 p.m. PT). ESPN’s 17-game

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prime time schedule in 2018 will feature 11 of the 12 playoff teams from 2017, including both the defending Super Bowl champion Philadelphia Eagles and AFC champion New England Patriots.

ESPN play-by-play voice [Beth Mowins](#), analyst [Brian Griese](#) and sideline reporter [Laura Rutledge](#) will call the Jets vs. Lions NFL game from Ford Field. ESPN's new *MNF* team of Tessitore, Witten, McFarland and Salters will make its debut during the Los Angeles Rams vs. Oakland Raiders game.

ESPN'S 2018 *MONDAY NIGHT FOOTBALL* SCHEDULE

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|----------|------------|---|
| Sept. 10 | 7:10 p.m. | New York Jets at Detroit Lions |
| | 10:15 p.m. | Los Angeles Rams at Oakland Raiders |
| Sept. 17 | 8:15 p.m. | Seattle Seahawks at Chicago Bears |
| Sept. 24 | 8:15 p.m. | Pittsburgh Steelers at Tampa Bay Buccaneers |
| Oct. 1 | 8:15 p.m. | Kansas City Chiefs at Denver Broncos |
| Oct. 8 | 8:15 p.m. | Washington Redskins at New Orleans Saints |
| Oct. 15 | 8:15 p.m. | San Francisco 49ers at Green Bay Packers |
| Oct. 22 | 8:15 p.m. | New York Giants at Atlanta Falcons |
| Oct. 29 | 8:15 p.m. | New England Patriots at Buffalo Bills |
| Nov. 5 | 8:15 p.m. | Tennessee Titans at Dallas Cowboys |
| Nov. 12 | 8:15 p.m. | New York Giants at San Francisco 49ers |
| Nov. 19 | 8:15 p.m. | Kansas City Chiefs vs. Los Angeles Rams |

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(Mexico City)

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| Nov. 26 | 8:15 p.m. | Tennessee Titans at Houston Texans |
| Dec. 3 | 8:15 p.m. | Washington Redskins at Philadelphia Eagles |
| Dec. 10 | 8:15 p.m. | Minnesota Vikings at Seattle Seahawks |
| Dec. 17 | 8:15 p.m. | New Orleans Saints at Carolina Panthers |
| Dec. 24 | 8:15 p.m. | Denver Broncos at Oakland Raiders |
| Jan. 5-6 | TBD | NFL Wild Card Playoff Game |
| Jan. 27 | 3 p.m. | NFL Pro Bowl |

Genesis Motor America

Genesis Motor America, LLC is headquartered in Fountain Valley, Calif. Genesis is a global luxury automotive brand that delivers the highest standards of performance, design and innovation. A total of six new Genesis models, including the flagship full-size G90 luxury sedan, mid-luxury G80 and G80 Sport sedans and soon-to-arrive G70 near-luxury sport sedan, will launch by 2021 and compete with the world's most renowned luxury car brands. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services. In just the first half of 2018, Genesis won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from highly-respected, third-party experts Consumer Reports, J.D. Power and AutoPacific.

For more information on Genesis and its new definition of luxury, please visit www.genesis.com

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