



The San Francisco 49ers and Monster Cable Announce Conclusion of Naming Rights Sponsorship for Monster Park

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Santa Clara, CA – The San Francisco 49ers and Monster Cable today mutually announced the conclusion of their successful four-year naming rights sponsorship agreement for the team's home stadium.

“We are very proud of our partnership with the San Francisco 49ers and we hope that fans have had fun with the name 'Monster Park, A Fun Place to Be,’” said Noel Lee, Head Monster “We are especially gratified that half of the proceeds of our naming rights agreement went to benefit the San Francisco Recreation & Park Department, helping keep the city's many great facilities clean and safe. We hope that our short but memorable sponsorship represented the accomplishments of small-business entrepreneurs everywhere and remains as a statement of the great things that are possible for immigrant families who come to the United States seeking the American dream.” Lee noted that Monster Cable is looking forward to continuing its support of the 49ers' efforts and is committed to remaining an active part of the Bay Area community.

The 49ers praised the team's partnership with Monster, and announced that it will not seek a new naming rights sponsor for the 48-year-old stadium. “We're proud to have partnered with Monster Cable for the past four years,” said Lisa Lang, the 49ers Vice President of Communications. Lang noted that starting in June; the stadium will revert back to its original name, Candlestick Park. “The name of the stadium will reflect the City of San Francisco's passage of Proposition H, which limits the team's ability to seek a new naming rights sponsor.”