

2012 Super Bowl Committee chooses veteran sports executive to lead host effort, expands Board of Directors

Melangton will serve as President & CEO of Our2012SB Host Committee

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(INDIANAPOLIS, Ind., October 6, 2008) The 2012 Indianapolis Super Bowl Host Committee's Board of Directors moved forward on the organizational front last week, expanding its membership and tapping a veteran leader and organizer of the region's sports movement to serve as its President and CEO.

Allison Melangton, currently Senior Vice-President of the Indiana Sports Corporation, will serve as President & CEO of the Host Committee, which has dubbed itself "Our2012SB.com" to match its web address. Melangton has played a leadership role in planning and executing dozens of major championship events, including NCAA Men's and Women's Final Fours, Big Ten Championships, Olympics Trials, World Basketball and Swimming Championships and more. She is also a three-time Emmy-winning producer of NBC's coverage of the Summer Olympics.

"Allison was the obvious and unanimous choice to lead the host committee," said Mark Miles, who served as president of the bid committee and will chair Our2012SB.com going forward. "She and Jack Swarbrick built our successful bid, so no one in the community has a better grasp of our vision for the game and the NFL's requirements.

"And no one is better prepared to assume the challenge of putting on the best Super Bowl ever than Allison, who has brought historic events to life throughout her career. Since she came to Indiana in the mid-80s, she's been a catalyst in transforming our city into the amateur sports capital of the world – and now, to a Super Bowl city."

Melangton's colleagues from the region's sports community were quick to praise the selection.

"Allison has led both the Sports Corporation's bid efforts and event operations for 14 years, and is viewed as one of the best in the business," said Susan Williams, president of the Indiana Sports Corporation (ISC). "Clearly her dedication and expertise has been a huge asset to the organization. ISC and our community can rest assured that under Allison's able leadership, Indianapolis will host the NFL's best run Super Bowl in 2012."

"I'm pleased to join Mark and the rest of our Board and host committee to make our bid a reality," said Melangton. "This Super Bowl will bring tremendous economic opportunities, a stage to showcase Indianapolis to the world, and a civic legacy that will benefit our community for decades to come...but it all starts with planning, organization and hard work. We're ready to get started."

Melangton will also serve on the Our2012SB.com Board of Directors, which has expanded its roster from the original bid committee leadership. Honorary co-chairs of the Board are Governor Mitch Daniels, Indianapolis Mayor Greg Ballard and Indianapolis Colts owner Jim Irsay. The full Board of Directors includes:

Mark Miles – Central Indiana Corporate Partnership – Chair
Cathy Langham – Langham Logistics – Vice-Chair
Jack Swarbrick – University of Notre Dame – Vice-Chair
John Lechleiter – Eli Lilly & Company – Secretary
Derrick Burks – Ernst & Young – Treasurer
Allison Melangton – President & CEO, Our2012SB.com Host Committee
Myles Brand – NCAA
Tony George – Indianapolis Motor Speedway
Earl Goode – State of Indiana (Chief of Staff – Office of the Governor)
Alfredo Lopez-Yunez – Alivio Medical Center
Paul Okeson – City of Indianapolis (Chief of Staff – Office of the Mayor)
David Simon – Simon Property Group
Jeff Smulyan – Emmis Communications
Pete Ward – Indianapolis Colts
Dr. Eugene White – Indianapolis Public Schools
Susan Williams – Indiana Sports Corporation

“I believe one attribute that sets Indianapolis apart is the commitment of our community – the vision of our public sector and civic leaders in getting behind this effort, the dedication of our corporate community, and the tireless efforts of thousands of volunteers,” finished Miles. “This spirit is reflected in our Board of Directors, an outstanding group that will guide us to a great game in 2012 and an impact that will be felt long afterwards.”