

FOR IMMEDIATE RELEASE

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**The Atlanta Development Authority Helps Land the
College Football Hall of Fame in Downtown Atlanta**

ATLANTA – The College Football Hall of Fame is relocating to Atlanta and is expected to open a new \$50 million facility in the fall of 2012. Led by the Chick-fil-A Bowl, the announcement was made yesterday at a press conference at Buckhead's ESPN Zone, complete with a blast of confetti, a drumline from Morris Brown College and hall of famers Georgia Coach Vince Dooley and Florida State's Ron Simmons in attendance.

"The City of Atlanta is excited to welcome the College Football Hall of Fame to downtown Atlanta," said Mayor Shirley Franklin. "This major tourism venue will be a welcomed attraction to downtown where we already have the Georgia Aquarium, the World of Coke, the CNN Center, The Children's Museum and others. I'm especially proud of the work done by the ADA team and their partners at the Chick-fil-A Bowl, Central Atlanta Progress and the Georgia Department of Economic Development in attracting the College Football Hall of Fame to our city."

The final site selection is expected to be announced later this year. Facility design for the building project is expected to be complete later this fall with construction on the 50,000-square-foot structure beginning next spring. Several sites are still being considered, but it is likely the new College Football Hall of Fame facility will be adjacent to Centennial Olympic Park and near the new Center for Civil and Human Rights, also expected to open in 2012.

"As the economic development arm of the city, the ADA was pleased to offer financial support and to be a part of the team that worked to make the case for the Hall to move to Atlanta," said Gregg Simon, Manager of Business Engagement for the ADA. "The decision by the National Football Foundation to move to Atlanta and the willingness of the local business community to support it demonstrates the vitality of our urban core and is a sign of more great things to come."

"We have had a great run in South Bend for the past 15 years, and it's been a wonderful showcase for us and our mission," said National Football Foundation (NFF) President & CEO Steve Hatchell. "There are a lot of special people in South Bend, and we want to thank Mayor Luecke and all of his constituents for their support over the years. As we looked to the future, the NFF Board determined that the Atlanta proposal presented a powerful opportunity for reaching fans around the country."

Metro Atlanta's population of 5.3 million and its convention traffic of more than five million annual visitors are expected to significantly bolster yearly visitor figures for the Hall and ensure its long-term growth and prosperity.

Other benefits for the Hall's relocation to Atlanta include a critical mass of downtown entertainment attractions, superior access via the country's busiest airport and an inviting year-round climate.

"Atlanta is a true mecca for college football. It's our way of life and we're passionate about it," said Gary Stokan, president and CEO of the Chick-fil-A Bowl. "Atlanta will showcase this national treasure like never before and provide fans superior access and an improved experience."

ABOUT ATLANTA DEVELOPMENT AUTHORITY

The Atlanta Development Authority is the official economic development agency for the city of Atlanta. ADA represents in-town Atlanta, which has a population of 530,000 and growing. ADA is a research-based economic development organization, focused on residential, business and investment growth in the city. Visit www.atlantada.com.