

FUN FACTS ON PEPSI CENTER

Events on the property of Pepsi Center

- Home to the Denver Nuggets, Colorado Avalanche, Colorado Crush and the Colorado Mammoth.
- Over 200 events are scheduled each year.
- Sporting events, concerts, circuses, ice and family shows.
- 1000 staff members to run an event.
- Opened 10/1/99 with Celine Dion in concert.

Cost to build Pepsi Center

- Over \$180 million – which were private funds.
- Approximately 21 months to build.

Land

- 45 Acres.
- Building is 675,000 square feet.

Sculpture in the Grand Atrium

- The sculpture weighs 2,000 pounds.
- Cost \$75,000.00 – 1.5 times life size.

Main Concourse Level

- Approximate number of seats: Nuggets – 8,650; Avalanche – 7,400

Upper Concourse Level

- Approximate number of Nuggets and Avalanche seats: 7,650.

Suites

- 95 luxury suites that can accommodate 12 to 16 people.

Disabled Seating

- In strict compliance with the Federal Government ADA act.
- 298 wheelchair accessible locations with companion seats.

Arena

- 5 level arena.
- Seating: Basketball – 19,309; Hockey – 18,007; Arena Football – 17,417; Lacrosse – 18,007; Concerts – 20,000 plus depending on how stage is set; Special events – 21,000.

Denver Nuggets

- Cost of the basketball court is \$105,000.00.
- Each basketball stanchion weighs approximately 3,300 pounds and is anchored into the basketball floor to prevent it from being tipped over.
- Each net on the basketball goals is replaced every 5 games or as needed.

- There are 233 pieces to the basketball floor – each weighing approximately 185 pounds. The total weight of the entire basketball floor is 41,625 pounds.

Colorado Avalanche

- There are 149 panes of .5” thick glass that surround the hockey rink, weighing between 50 and 250 pounds a piece. It takes 2 forklifts and 8 people 45 minutes to “hang” the entire rink.
- Starting with the 07-08 NHL season, Pepsi Center will be one of only 6 buildings in the country that has the newest, state of the art dasher board system. The system allows for more consistent puck play, and features a “soft cap” that will cushion a player’s impact into the boards. This new system also allows for easier installation and removal of the boards for other Pepsi Center events.
- Each net hung on the ends of the rink has a lifespan of only 33 games.
- For other events in the building, the ice is covered with approximately 600 pieces of a 1” thick fiberglass board.

Colorado Crush

- The Crush carpet consists of 16 rolls of Astroturf (12 - 15’ wide rolls and 4 - 5’ wide rolls) and can be laid with 12 people in 45 minutes.
- The Crush carpet is 1.25” thick.

Colorado Mammoth

- The Mammoth carpet consists of 14 - 15’ wide rolls of Astroturf and is .75” thick.
- It takes 12 people only 25 minutes to lay the field.
- On February 3, 2007, it took the Conversion crew a building record of 50 minutes to switch the arena floor over from an afternoon Avalanche game to an evening Mammoth game.

Restaurants

Blue Sky Grill

Restaurant facility seats 325 guests – 250 in the restaurant and 75 at the bar and is open to all guests.

The Denver Post Newsroom

Seats 171 patrons, serves hand-carved sandwiches, has a full bar and is available to suite holders, ADT Club Level ticket holders and the first row of rinkside and all courtside seat holders.

The Lexus Club

Seats 236 patrons and is available to suite holders, ADT Club Level ticket holders, the first row of rinkside, all courtside seat holders and all patrons with 5 minutes remaining in the game.

A

Address/Telephone/Fax

Pepsi Center
1000 Chopper Circle, Denver, CO 80204
303-405-1100 (General offices)
303-405-1111 x 0 (To speak to a box office representative)
303-830-8497 (To buy tickets)
720-931-1529 (Fax)

ADT Club Level

The ADT Club Level is limited to suite ticket holders, ADT Club Seats members, and ADT Club Level ticket holders, courtside (CS) and rinkside (row 1) ticket holders. The ADT Club Level features The Lexus Club restaurant located across from sections 230-236, with seating for up to 300 people, offering a full-service menu and atmosphere reflecting the flair of a rustic lodge and dramatic views of the mountains.

The Denver Post Newsroom, located across from sections 202-206, allows for more casual dining with hand-carved sandwiches and beverage service. Also located on the ADT Club Level are two concierge desks located at sections 228 & 254, designed to assist the suite and ADT Club Level patrons in such areas as the Qwest Business Center use, ticketing services, arena amenities and to facilitate all questions. Properly ticketed guests can access the ADT Club Level by the staircases, escalators or elevators, located in either the Grand Atrium or East Atrium.

ADT Club Level Access

Access to the ADT Club Level varies by event.

For Denver Nuggets games, the ADT Club Level is open to all suite ticket holders, ADT Club Seats members, ADT Club Level ticket holders, courtside (CS) ticket holders, and anyone with an official game night pass.

For Colorado Avalanche games, the ADT Club Level is open to all suite ticket holders, ADT Club Seats members, and ADT Club Level ticket holders, rinkside (row 1) ticket holders, and anyone with an official game night pass.

For Colorado Crush games, the ADT Club Level is open to all suite ticket holders, ADT Club Level ticket holders, Chairman of the Boards members, and anyone with an official game night pass.

For Colorado Mammoth games, the ADT Club Level is open to all suite ticket holders, ADT Club Level ticket holders, and anyone with an official game night pass.

Advance Ticket Sales

During major sporting events, tickets for upcoming events are sold at the advance tickets sales window on the lower level across from section 144. This window is closed for concerts but tickets may be purchased at the main box office.

Age Restrictions

For all Avalanche, Nuggets, Crush and Mammoth games, guests three years of age and older are required to have a ticket. Guests under the age of three years may sit in a ticketed guest's lap.

Policies may vary for concerts and special events. Please contact Guest Relations for information pertaining to specific events at 303-405-8548. Generally for concerts and special events, guests two years of age and older are required to have a ticket for entry.
Alcoholic Beverage Policies

Pepsi Center and our partners strongly encourage responsible consumption of alcoholic beverages. A summary of alcohol policies is listed below:

- Any guest who is intoxicated before entering Pepsi Center may be denied entry to the facility. Any guest found intoxicated within Pepsi Center and causing a disturbance as determined by management, will be asked to leave the facility without refund and may be subject to further consequences.
- Pepsi Center does not allow alcohol (including bottled wine) to leave the arena.
- Generally, there will be a limit of two alcoholic beverages sold to each guest, per purchase.
- To encourage responsible drinking, Pepsi Center, Coors, ARAMARK Sports & Entertainment and Levy Restaurants participate in the Designated Drivers program. The Designated Drivers program promotes responsible consumption of alcoholic beverages. Guests wishing to participate may go to the kiosk located near section 144.
- Pepsi Center management reserves the right to eject and have cited any individuals under the age of 21 who illegally purchase, possess, or consume alcohol or are visibly intoxicated. Individuals providing alcohol to those under 21 will also be ejected and subject to citation.
- The cutoff time for alcohol sales varies by event. Please contact any guest relations staff for more information. Alcohol cutoff times are subject to change.
- Guests found with alcohol brought from outside the facility may be ejected.

All Access Club

All Access Club is a special club designed to allow members to purchase tickets to some of music's hottest acts before they go on sale to the general public. For an additional fee, members receive an All Access card, which is good for all non-sporting events. All Access cards do not give cardholders access to the building without a ticket to the event. For more information, please contact the All Access Club at 303-405-1313.

Altitude Sports & Entertainment

Altitude Sports & Entertainment is the official television network of the Denver Nuggets, Colorado Avalanche, Colorado Mammoth and Colorado Rapids. Owned and operated by Kroenke Sports Enterprises, Altitude provides sports fans the most comprehensive regional sports network in the West.

Animals

Pepsi Center welcomes service animals utilized by guests with disabilities.

ATMs – KeyBank Automated Teller Machines

There are four ATMs located inside Pepsi Center, one in the Frontier Airlines Will Call Ticket Lobby, two on the lower level (sections 120 & 144) and one on the upper level (section 366).

Audio/Video Recording Devices

Audio/video recording devices are prohibited for all sporting events unless otherwise approved verbally or in writing from facility/event management.

Audio/video recording is generally prohibited for all concerts and special events. For information regarding specific show policies, please contact Guest Relations at 303-405-8548. Pepsi Center will not provide storage for such items.

B

Bacardi Bar

The Bacardi Bar is located at section 146. The Bacardi Bar opened in December 2005 and features standard Bacardi selections and some of Bacardi's famous premium selections.

Bicycle Parking

There are four bicycle racks located on Pepsi Center grounds. One outside the East Atrium, two outside the Grand Atrium, and one in parking Lot B South.

Birthdays

See Special Occasions.

Blue Sky Grill

Blue Sky Grill, located just east of the Pepsi Center box office, gives guests the opportunity to enjoy quality food in a mountain lodge setting. Blue Sky Grill offers a wide variety of menu options from burgers and sandwiches to salmon and steaks. It has continued to be "the destination" before, during and after events. Blue Sky Grill is open for most major events at Pepsi Center. For reservations, call 303-405-6090. To reserve the Blue Sky Grill for a private event please call 303-405-1160.

Box Office

The box office and Frontier Airlines Will Call Lobby is located between 9th and 11th Streets on Chopper Circle, adjacent to the Altitude Authentics. Access is through the doors located on the south side of the arena. Box office hours, during the major sports season, are from 10:00 am to 6:00 pm, Monday through Friday, 10:00 am to 3:00 pm on Saturdays (or 10:00 am through the close of an event), and the box office is closed on Sundays. Weekend hours are subject to change. Please call the box office 303-405-1111 x 0 to make sure it is open. The box office accepts Visa, MasterCard, Discover, American Express, cash and checks (checks accepted only for KSE properties and sports teams).

An advance ticket sales window is open during sporting events and is located on the lower level across from section 144 for ticket sales for upcoming events. Tickets can also be purchased online at Ticketmaster.com, by phone through Ticketmaster at 303-830-TIXS (8497), or at any Ticketmaster outlet.

Bus Service/Light Rail System

RTD (Regional Transportation District) bus stop is located adjacent to the grounds of Pepsi Center at 9th Street and Auraria Parkway. The 13-mile C Line runs from RTD's Littleton/Mineral Station in south-metropolitan Denver to historic Union Station in LoDo. The 1.8-mile segment of C Line, which travels through the Central Platte Valley, features four light rail stations: Auraria West Campus, INVESCO Field at Mile High, Pepsi Center, Elitch Gardens and Union Station. For an updated RTD bus route schedule, call 303-299-6000 or 800-366-7433.

C

Cameras/Video Equipment

Fans are welcome to bring personal cameras into Pepsi Center, however, video cameras are not allowed. Flash photography, monopods and tripods are not permitted in the seating bowl. Generally, cameras and audio recording devices are not permitted at concerts and other events. For camera policies concerning a specific event please contact Guest Relations for more information at 303-405-8548.

Clothing

Guests are prohibited from wearing any clothing displaying profane or offensive material. Guests may be denied entry into the facility until the profane or offensive material is no longer visible. Guests found within the facility wearing clothing displaying items that can be construed as profane or offensive by management will be asked to provide a solution where the items will no longer be displayed. If no solution can be found, or the solutions do not meet the satisfaction of management, the guest may be ejected from the facility.

Club Level

See ADT Club Level.

Code of Conduct

For any show or event-specific policies, please contact Guest Relations at 303-405-8548.

All Pepsi Center guests are expected to maintain reasonable and appropriate behavior at all times. Any behavior defying the code of conduct as determined by facility management can result in ejection and possible arrest.

Ejected guests will not receive a refund for their tickets or be compensated in any way. Inappropriate behavior includes, but is not limited to:

- Standing on chairs/seats.
- Drunk and disorderly conduct.
- Fighting or challenging others to fight.

- Interference with the event, or participants of the event in any way.
- Throwing, tossing or discharging any object.
- Using profanity and/or other offensive words.
- Taunting or using offensive language against the players, referees or performers.
- Entering a seating area without the correct ticket.
- Disturbing other patrons' enjoyment of the event.
- Failing to comply with facility personnel.
- Violating Pepsi Center rules, regulations, and policies.
- Violating any local, state or federal laws.

Pepsi Center management reserves the right to deny entry or eject from the facility guests displaying inappropriate behavior, as determined by facility/event management. You can find the complete code of conduct on the web page under Security Policy at www.PepsiCenter.com.

Community Relations

Information regarding charitable events and other community activities associated with Pepsi Center, Nuggets, Avalanche, Crush, Mammoth and Rapids can be obtained by accessing the individual team web sites.

Concessions

All concession stands on the lower and upper levels within Pepsi Center are operated by ARAMARK Sports & Entertainment. There are 21 mobile concession and beverage kiosks on the lower level and 13 mobile concession and beverage kiosks on the upper level. Concession stands at Pepsi Center are designed to accommodate food and beverage service for our guests with disabilities. Condiment stands have also been designed for ease of access for guests in wheelchairs. Permanent concession stands do accept credit and debit cards, while the concession and beverage kiosks do not.

Conoco/breakplace Gas Station

Conoco operates a gas station and convenience store located at the 7th Street entrance to the arena parking lot. Conoco also sponsors the interactive games located on the upper level at section 309.

Coors Meadow

Coors Meadow is a relaxing, park-like retreat located on the southwest side of the building and includes a small stage setting with outdoor seating available for guests. Coors Meadow can accommodate approximately 100-150 guests and may be rented for private parties by calling the special events department at 303-405-6050.

Corporate Sales

Corporate sales tables are located on both the upper and lower levels. These table locations allow corporate sponsors an opportunity to distribute information about their company to interested guests during an event. For more information please contact the corporate sales department at 303-405-1100.

Cursing/Offensive Language

Cursing, or the use of offensive language, is prohibited at all times. Guests cursing or using offensive language may be ejected from the facility.

D

Designated Driver Program – Coors

Designed to allow guests to have a safe and enjoyable time at Pepsi Center events, this program helps promote responsible consumption of alcoholic beverages. Guests wishing to participate may go to the Designated Driver kiosk across from section 144 and receive a coupon which allows for a small complimentary Pepsi at a designated concession stand.

Denver Post Fanway, the

The Denver Post Fanway is a pedestrian walkway that makes its way through the southwest parking lot. The walkway features many native Colorado landscape designs to enhance the guest's overall experience at Pepsi Center.

Denver Post Newsroom, the

The Denver Post Newsroom is located across from sections 202-204 on the ADT Club Level and is exclusive to ticket holders with ADT Club Level access only. All club and suite holders, plus courtside (CS) and rinkside (row 1) ticket holders have access to The Denver Post Newsroom and The Lexus Club.

Diaper Changing Stations

Diaper changing stations are located in all men's, women's and family restrooms.

Dick's Sporting Goods Park

The newest jewel of Denver's sports landscape, an 18,000-seat stadium that is surrounded by a 24-field, fully-lit professional soccer complex and is considered the biggest and most state-of-the-art professional stadium and field complex in the world, is located nine miles northeast of downtown Denver and only five miles from Denver International Airport near the intersection of Interstate 70 and Quebec Street.

Disabled Accommodations

Pepsi Center is committed to providing every guest with a comfortable and enjoyable experience at the arena including guests with disabilities. To accommodate guests who are disabled, Pepsi Center offers the following:

- Drop off zone located on Chopper Circle outside the box office lobby.
- Parking for guests displaying a state issued handicapped placard or license plate is available in Lots A, F, and G. For more information on Pepsi Center parking and rates, call 303-405-1299. Disabled parking is available on a first-come, first-serve basis.
- Accessible seating options located through out the arena. For more information on accessible seating, call the box office at 303-405-1111.
- Assisted listening devices available upon request at guest relations kiosk.
- All restrooms, drinking fountains, telephones, ATMs and counters at concession stands are accessible.

- Elevators located in the Grand Atrium and East Atrium.
- Electrical outlets are available for recharging wheelchairs and other necessary equipment in the seating areas designated for patrons with disabilities. Please locate any Pepsi Center staff person for assistance.
- Wheelchair escort service provided by Guest Relations.

Directions to Pepsi Center

- From the North: take I-25 south; exit Speer Boulevard; proceed south and turn right on Chopper Circle.
- From the South: take I-25 north; exit Auraria Parkway; Pepsi Center will be on the left-hand side of Auraria Parkway.

Drinking Fountains

Drinking fountains are located on all levels of Pepsi Center, most often just outside, or near restrooms. Exact locations follow:

- Entry level: Grand Atrium, outside restroom.
- Lower level: outside restrooms across from sections 112, 116, 120, 124, 128, 134, 140 & 144.
- ADT Club Level: outside sections 236 & 256.
- Upper level: outside sections 319, 323, 327, 333, 341, 345, 369 & 373.

E

Ejections

Attending an event at Pepsi Center is something that should be an enjoyable and safe experience for all. It is our goal to avoid ejections or arrests as much as possible. However, it is of primary importance that each guest is able to enjoy a quality experience while in attendance. Therefore, a code of conduct will be enforced which emphasizes good sportsmanship and generally accepted standards of behavior. Season ticket account holders are responsible for the actions of their guests and are subject to cancellation of tickets. For more information, see Code of Conduct.

Elevators

Passenger elevators are intended for use by guests who are not able to utilize escalators or stairs to move from one level to another. Guests with disabilities or temporary conditions, which limit their ability to use escalators and stairs safely and comfortably, are required to use passenger elevators. Passenger elevators provide access to all concourses and are in the following locations:

- Two elevators at the East Atrium entrance.
- Two elevators at the Grand Atrium entrance.
- Other elevators in the building are intended for use by the press or for freight loading.

Elitch Gardens and Foot Bridge

The foot bridge connecting Pepsi Center to Elitch Gardens is available for all events. Guests are discouraged from using the Elitch Gardens parking lot from Memorial Day through Labor Day as the park will be in operation and parking operations are controlled by Elitch Gardens. Please refer to the maps in the back of this guide for visual directions to all lots operated by Pepsi Center.

Entry to Field of Play/Performance Area

Any guests attempting to, or actually entering, a field of play or performance area will be immediately ejected and subject to arrest and prosecution.

Escalators

Escalators access all guest levels of Pepsi Center. From the entrances, escalators can be found in the East Atrium and the Grand Atrium adjacent to the staircases. Additionally, there is one escalator that goes from the lower level to the ADT Club Level and two escalators that go from the lower level to the upper level.

F

Family Restrooms

These facilities are larger, private restrooms with changing tables for use by families with small children. All public restroom facilities also have diaper-changing stations. These are the locations of the five family restrooms in Pepsi Center:

- Entry level: Grand Atrium, across from elevators and Altitude Authentics.
- East entrance: near Blue Sky Grill.
- Lower level: adjacent to section 130.
- ADT Club Level: across from section 238.
- Upper level: adjacent to section 346.

Fighting

Any guests involved in a physical or verbal altercation are subject to ejection and arrest.

First Aid Station

The first aid station is staffed by certified paramedics and is located on the lower level across from section 132. Paramedics are available during all events at the first aid station and regularly patrol the arena.

Flags

See signs/banners/flags.

G

Gift Shops/Souvenirs - Altitude Authentics

Altitude Authentics is located off the north side of the Grand Atrium adjacent to the Frontier Airlines Will Call Lobby. The store features official team merchandise of the Denver Nuggets, Colorado Avalanche, Colorado Crush, Colorado Mammoth, and Colorado Rapids. The store is open from 10:00 am to 5:00 pm, Monday - Friday, Saturdays 10:00 am to 3:00 pm, and starting one hour before game time. Regular store

hours may be affected by games starting prior to 7:00 pm. All guests must have a ticket one hour prior to game/event start for entry. Other in-arena locations include:

- Lower level: Altitude Authentics across from sections 120, 142 & 144, as well as one merchandise kiosk located at section 104 on this concourse.
- ADT Club Level: Altitude Authentics across from section 252.
- Upper level: Altitude Authentics at section 335 & 367, as well as one merchandise kiosk located at section 308 on this concourse.

All arena locations operate during events beginning one hour prior to an event until 30 minutes after an event. All stores, stands and kiosks accept major credit cards (Visa, MasterCard, Discover, American Express) and cash. Guests can contact Altitude Authentics at 303-405-1300 or visit www.altitudeauthentics.com for more retail information.

For special events/concerts merchandise stands are usually located on all levels of Pepsi Center. Binocular rentals may also be available during special events/concerts. For event specific information please call Guest Relations at 303-405-8548.

Guest Relations Kiosks

Guest relations kiosks are located in the Grand Atrium, on the lower level at section 120 and upper level at section 375. Services offered at the kiosks include:

- Guest/General information assistance.
- Distribution of period/quarter statistics to suites and courtside seat holders.
- Lost and found.
- Resolution of ticket issues.

In addition, there are guest relations staff stationed throughout the arena to provide information and assistance.

H

Hockey & Lacrosse/Etiquette While Game Is In Play

For the safety of all fans, while the game is in play during a hockey or lacrosse game, guests must wait at the top of the aisle, or bottom of stairs, until play has stopped to go to their seat. Guests refusing to comply with this rule may be ejected from the facility.

K

Kroenke Sports Enterprises (KSE)

Kroenke Sports Enterprises is the owner and operator of Pepsi Center. Other teams and properties owned by KSE include Dicks Sporting Goods Park, Paramount Theatre, Denver Nuggets, Colorado Avalanche, Colorado Mammoth, Colorado Rapids, Altitude Sports & Entertainment, Altitude Profit Consulting and the Opera Shop. KSE is also part owner of the Colorado Crush.

L

Lexus Club, The

See Restaurants/Lounge.

Lost and Found

Pepsi Center provides lost and found services for its guests from the guest relations kiosk located at section 120, the Grand Atrium, the concierge desks on the ADT Club Level, and/or the upper level at section 375. Found items should be taken to these locations or given to a guest relations staff member. Lost and found items will be logged and kept for two weeks. Unclaimed items will be donated to charity after the two-week holding period. To check on or claim a lost and found item, please call 720-931-1581.

Lost Child/Guest Identification Program

Should you get separated from your child or others in your party, you should proceed to the nearest guest relations kiosk in the Grand Atrium, located on the lower level at section 120 or on the upper level at section 375. Guest relations staff will accompany lost guests to either of these locations and keep in contact with other staff members in the building to ensure the party is reunited. Guest identification stickers are available from any guest relations staff member or at any of the guest relations kiosks located throughout the building. Guests can write the section and seat location on the stickers for ease and quicker action should a guest become separated from their party.

Lost or Stolen Tickets

Lost tickets may be replaced by calling the box office at 303-405-1111. With the ticket scanning system at Pepsi Center, new tickets will be reprinted and the lost tickets voided. Therefore, the old tickets will be denied entry to the building. If season tickets are believed stolen, the account holder must file a police report with his/her local law enforcement agency and provide the box office with a copy. Once this has been done, the tickets reported as stolen will be replaced. During the event, Pepsi Center security monitors the affected seats.

M

Mascot Appearances

Mascot appearances can be scheduled through the mascot hotline by calling 303-405-1197 or by emailing mascots@pepsicenter.com.

N

NBA Practice Court

The practice court is a full-size basketball court utilized by the Denver Nuggets for all practice sessions. The court is located on the northwest side of the administration level and can be rented for private parties by calling the meetings/special events department at 303-405-6050.

Nursing Mothers

Nursing mothers requesting a more private location in which to breastfeed may use the first aid station (across from section 132), any family restroom or contact any of the guest relations kiosks at Pepsi Center for additional locations.

O

Opening Times on Game/Event Days

Parking lots at Pepsi Center will open three hours prior to an event and parking staff will remain on duty one hour after an event. For most events, Pepsi Center doors will open one hour before an event and close to entry at the conclusion of an event. Please contact Pepsi Center at 303-405-8548 for specific door times.

P

Parking for Guests with Special Needs

Pepsi Center has more than 135 parking spaces for guests with special needs. The majority of designated spaces are located in Lot A North. There are additional spaces located in Lots F and G. To access the designated spaces in Lot A North from Auraria Parkway, turn left on 7th Street and right on Ring Road. For more information on Pepsi Center parking and rates, call 303-405-1299.

Parking Lot Information

Pepsi Center has 5,360 parking spaces located on its grounds. Elitch Gardens provides an additional 2,000 spaces and the Auraria Campus, located across Auraria Parkway, also provides parking.

—LOT A (VIP) parking lots are located on the southwest side of Pepsi Center. During Denver Nuggets and Colorado Avalanche home games, access is restricted and available only to vehicles displaying a VIP parking pass.

—LOT B provides parking to permit holders and the general public.

— LOT C provides parking to the general public.

— LOT F provides parking to the general public.

— LOT G/PREMIER PARKING The Premier Lot is available to permit holders and the general public and offers Pepsi Center's closest parking spaces.

— VALET PARKING is available to permit holders and the general public and offers the most convenient way to arrive and leave Pepsi Center. Valet drop-off and pick-up is located on the circle drive outside of the East Atrium.

— EXPRESS VALET PARKING is available to the general public during Avalanche home games. Express Valet drop-off is located inside of the valet parking lot for drop off and the cars may still be picked up at Lot F.

Premium Seating Information

Information on premium seats can be obtained by calling 303-405-1250 for ADT Club Seats and 303-405-6161 for suites. Calls can be taken 24 hours a day via voice mail or between 8:30 am - 5:00 pm Monday through Friday. Guests may also inquire at the concierge desks located on the ADT Club Level at sections 256 & 228.

Production Studio

Pepsi Center houses a full production studio capable of designing, editing and producing both radio and video segments and advertisements. A 40'x40' sound stage is accompanied by a complete editing facility, featuring an Avid symphony non-linear editor, video production, control center and radio production facility. Virtually all of

Pepsi Center's in-house video presentations are produced and directed from these facilities.

Prohibited Items

For the safety and security of our guest, the following items are not permitted into the facility:

- Outside alcohol (see alcohol policy).
- Sealed bottles of water.
- Cans.
- Outside food/beverages.
- Weapons (i.e. knives, pepper spray, stun-guns, any concealed weapons, firearms, etc.).
- Laser pointers/pens.
- Hard case containers.
- Pucks, balls, or other missile-like objects.
- Air horns/whistles.
- Animals (except service animals).
- Illegal drugs.
- Chemicals.
- Fireworks, smoke bombs, etc.
- Large backpacks, suitcases, beach bags, equipment bags, etc.
- Skateboards, roller blades, roller skates, roller shoes, ice skates, etc.
- Unapproved pamphlets, handouts, advertisements, etc.
- Management reserves the right to handle each occurrence on a case by case basis. There are no check-in areas or lockers available at Pepsi Center. All bags, jackets, and guests are subject to search upon entering Pepsi Center.
- Items which have varying policies include: cameras, video/audio recording equipment, and signs/flags/banners/posters. Please see the respective area of this code of conduct for more information.

Public Telephones

- Entry level: north wall of Grand Atrium lobby (one TDD); ticket lobby (one TDD).
- Lower level: outside section 132 (TDD).
- ADT Club Level: outside section 256.
- Upper level: across from section 375.
- Outside: Grand Atrium entrance, ticket lobby entrance, East Atrium entrance, south side of footbridge and the press entrance. Emergency phones are located by all elevators.

Q

Qwest Business Center/Conference Rooms

Pepsi Center features a business center and five conference rooms complete with two plasma TVs, floor to ceiling windows, balcony with view of the front range, Internet, and full audio/visual capability through drop down screens. The Qwest Business Center is

located on the ADT Club Level across from sections 214-222 and is available for rental use with an advance reservation. The conference rooms can be used both prior to an event or game and during the day/evenings on non-event days. Levy Restaurants will provide catering for all events in the business center. For information on reserving a room, please call the special events department at 303-405-6050.

R

Radio

Nuggets and Avalanche games are broadcast in-house on 95.1 FM and on AM 950 The Fan outside of the arena.

Re-Entry

Pepsi Center has a no re-entry policy. Guests leaving the facility to smoke in a designated smoking area must have their ticket stub and a hand-stamp to obtain re-entry to the facility. Please refer any questions to a guest relations representative.

Restaurants/Lounges

Three restaurant and lounge facilities operate within Pepsi Center.

- The Blue Sky Grill is located on the east side of the building next to the box office. Reservations can be made by contacting 303-405-1260.
- The Denver Post Newsroom is located across from sections 202-204 and is restricted to ADT Club Level access.
- The Lexus Club is located across from sections 228-232 and is open throughout the event. Food service is provided 90 minutes before Nuggets, Avalanche, Crush and Mammoth games through half time or the end of the second period. The Lexus Club is also open one hour after each sporting event. For reservations, call 303-405-1260.

Restrooms

All restrooms throughout Pepsi Center are wheelchair accessible. The following is a list of sections where restrooms are located at Pepsi Center:

Entry Level

- Men/Women/Family: Behind Grand Atrium and east entrance near the Blue Sky Grill lower level.
- Men: 112, 116, 124, 134, 144.
- Women: 116, 120, 128, 140, 144.
- Family: 130.

ADT Club Level

- Men: 212, 226, 236, 256.
- Women: 214, 224, 238, 256.
- Family: 238.

Upper Level

- Men: 301, 303, 319, 327, 341, 373.
- Women: 305, 323, 333, 345, 369, 379.
- Family: 346.

S

Scalping or Re-Selling Tickets

It is illegal to buy or sell any ticket for any event at Pepsi Center within 300 feet of the building. Anyone caught attempting to sell in the restricted area will be prosecuted and face revocation of season tickets. The resale of tickets to any game or event over face value is a violation of the Denver Municipal Code.

Scoreboard

The scoreboard is an eight-sided, center hung video and information display. It hangs 35 feet off the floor and features four, 16'x9', high resolution Sony Jumbotron video display boards for highlights, video segments and sponsorship announcements. The scoreboard also has four display boards designed for game and player statistics.

Scoreboard Messaging

Birthdays, anniversaries or short messages can be displayed on the matrix boards that are located between the second and third levels during sporting events only. There is a fee for this service and Guest Relations requires 48 hours notice to ensure the message runs on the night of the special occasion.

Guest Relations also offers to come to your seat location (free of charge), announce the special occasion and get the crowd involved with the celebration. For more information, guests can contact Guest Relations at 303-405-8548.

Season Tickets

For season ticket information call 303-405-1111.

Seat Numbering System

All seating sections are numbered beginning on the south side of the arena and continuing in a clock-wise direction. Viewed from the floor, seats are numbered across the row from left to right, beginning with 1. The rows are numbered from the bottom of the section to the top, also beginning with 1.

Lower level: (100 Series) beginning at the aisle, center court or ice, the section numbers increase by even numbers starting with 102 and ending with 148, in a clock-wise direction.

ADT Club Level: (200 Series) beginning at center court or ice, the section numbers increase by even numbers, starting with 202 and ending with 260, in a clock-wise direction.

Suites: (lower level: 1-42 and ADT Club Level: 43-95) suites are numbered consecutively beginning at center court or ice, south side and continuing in a counter-clock-wise direction.

Upper Level: (300 Series) lower balcony: beginning at center court or ice, section numbers increase by odd-numbers, starting with 301 and ending with 379, in a clock-wise direction. Upper balcony: beginning at center court or ice, section numbers increase by even-numbers, starting with 302 and ending with 380, in a clock-wise direction.

Signs/Banners/Flags

Pepsi Center holds a general policy welcoming signs, banners, and flags during events. The following rules/regulations apply to all signs, banners, flags and posters entering Pepsi Center:

- Item may not be attached to a stick, pole or holding device of any sort.
- Item may not obstruct facility signage.
- Item may not contain or display any profane, offensive or obscene language and/or pictures as determined by facility/event management.
- Item may not be, in any way, taped, attached, hung or displayed on the facility.
- Item may not obstruct the view of other guests or create a safety hazard as determined by facility/event management.
- Items may not be constructed of wood, metal or any other material that may cause harm to others.
- Items may not contain commercial or political messages.
- Some concerts/special events may have specific policies regarding signs/banners/flags/posters. Please contact Guest Relations at 303-405-8548 for event specific information.

Smoking

Pepsi Center is a non-smoking facility. Smoking is only permitted in designated smoking areas. The main smoking area is located just outside of the East Atrium. Guests must have a valid ticket and a hand stamp to access this area. There is also a smoking area located on the balcony of The Lexus Club restaurant. Guests must have ADT Club Level access to utilize this area. Any guests smoking in a non-designated area will be subject to ejection.

Soliciting/Literature

It is prohibited to solicit contributions or to distribute literature on Pepsi Center property without written approval.

Special Occasions

Pepsi Center is happy to help celebrate special occasions with our guests. Birthdays, anniversaries or short messages can be displayed on the matrix boards only during sporting events. There is a fee for this service and Guest Relations will need 48 hours notice to ensure the message runs on the night of the special occasion.

Guest Relations also offers to come to your seat location (free of charge), announce the special occasion and get the crowd involved with the celebration. For more information, guests can contact Guest Relations at 303-405-8548. Also see Scoreboard Messaging.

Stage Configurations

For concerts, Pepsi Center will feature two primary stage configurations, end-stage and center-stage (also known as “in-the-round”). Each of these configurations will accommodate an audience up to 20,000. Certain other configurations may be utilized for circus, ice shows and convention events.

Stairways

Stairways access each concourse of Pepsi Center. The Grand Atrium stairway provides access to all guest levels and concourses. From the East Atrium, the stairway provides access to the lower level from which guests may access all other levels. There are additional stairways located throughout Pepsi Center, mainly used for exits after games or events.

Statues, 3-D Visuals and Art Displays

Pepsi Center features unique displays of statues and three-dimensional visuals: the Pepsi sphere located in the southwest parking lot with its light towers, a hologram of the Pepsi logo just above the Grand Atrium entrance, and a statue adorning the Grand Atrium featuring hockey and basketball players in action.

Strollers

Strollers are allowed into Pepsi Center. Should they not fit under your seat, they may be checked at a guest relations kiosk.

Suite Access

Suite holders may access suites up to one and a half hours prior to each game or event and may remain in their suites up to 30 minutes after the conclusion of a game or event. In-suite catering is also available within these time frames. There may be occasional exceptions to these times.

Suites

Suites are available on multi-year leases or to rent per event basis. For information on leasing please contact the premium sales and service department at 303-405-6161.

All suites have restrictions on the amount of guests in the suite. Suites exceeding capacity may be closed for the event and all guests ejected at the discretion of management.

T

Tailgating

Tailgating is allowed, but not encouraged outside Pepsi Center. There are no designated areas within the lots and they may only occupy the number of spaces they have purchased. No saving of spaces is allowed and the parking contractor will monitor the lot.

Open consumption of alcoholic beverages is prohibited in parking lots surrounding Pepsi Center. Open fires using logs and charcoal grills are prohibited.

Taxi Service

Taxi service is available on the south side of Pepsi Center at the Yellow Cab Canopy just outside of the Grand Atrium.

Televisions

Televisions are located in 38 concession stands. The televisions allow the guests to keep up with the in-house action or catch up on other games or events being televised nationally or internationally. In addition, suite and club seating areas are equipped with televisions. In total, Pepsi Center has over 500 televisions.

Throwing Objects/Projectiles

Throwing objects within the facility is prohibited. Guests found throwing any object within the facility may be ejected and subject to arrest.

Ticket Sales Tables

Ticket sales tables are located on the lower level at section 144 and the upper level near section 369. These tables allow guests to get information regarding season tickets and group sales. It is also an informational location for current season ticket holders during a sporting event.

Ticket Policies

Exchanges: Sporting event tickets may be upgraded for a fee, based on availability, on the day of the event at the box office. Unfortunately, tickets may not be exchanged for a different date. This policy may vary from event to event.

Tours

Tours of Pepsi Center are offered year round by the guest relations department and last approximately one hour and twenty minutes.

Winter Tour Times (September 1 to June 1)

Monday and Wednesday — 10 am, 12 pm, & 2 pm

Saturday — 10 am, 12 pm

Sunday and Holidays — No tours

Summer Tour Times (June 1 to September 1)

Monday and Wednesday — 10 am, 12 pm, & 2 pm

Friday — 10 am, 12 pm

Saturday, Sunday and Holidays — No tours

Reservations for groups of 10 and more are suggested as tour group sizes are limited. For information, current rates, and to make reservations please call 303-405-8556 or visit the web site at www.PepsiCenter.com. Tickets are available at Pepsi Center box office.

Tuaca Chill Zone

The Tuaca Chill Zone is a destination bar located at sections 136-138. The Tuaca Chill Zone offers a casual atmosphere with entertaining views of the arena for sports fans and spectators. The Tuaca Chill Zone is open to all guests of Pepsi Center.

V

Video Walls and Video Cubes

There are two 3' by 6' video walls. One is located at the top of the escalators in the Grand Atrium and the other at the top of the escalators in the East Atrium. The video walls will feature promotions for upcoming events and highlights of games. Pepsi Center has an additional four video cubes located at sections 106, 120, 130 & 144.

W

Web Sites

Find all of the information you want, including schedule of events and games at the following web sites:

www.PepsiCenter.com

www.Nuggets.com

www.ColoradoAvalanche.com

www.ColoradoCrush.com

www.ColoradoMammoth.com

www.ColoradoRapids.com

www.DicksSportingGoodsPark.com

www.ParamountDenver.com

Wheelchair Seating

Permanent accommodations for wheelchair seating are available on all levels of Pepsi Center:

- Rinkside (entry level): sections 106 & 144.
- Lower level: sections 102, 106, 120, 130, 134, 136, 138, 140 & 144.
- ADT Club Level: sections 216, 236 & 256.
- Upper level: sections 305, 311, 317, 327, 333, 339, 345, 351, 357, 367, 373 & 379.

Wheelchair and accessible seating tickets are available through the Pepsi Center box office and the advance ticket sales windows. Companion seating is also available for purchase in each of the wheelchair seating sections. Contact the Pepsi Center box office at 303-405-1111 for more information and availability.

Will Call Lobby -

Frontier Airlines Will Call Lobby

Tickets left in will call may be picked up beginning two hours prior to a game or event. Guests will be asked to provide picture ID corresponding to the name of the person under which the tickets are held.

Xcel Energy PowerZone

Pepsi Center and Xcel Energy are working together to promote conservation, renewable energy efforts in Colorado and support for low-income energy assistance programs. Visit the PowerZone located at the top of the escalators on the lower level!

Raise funds for Colorado residents who need help with energy bills by taking a Power Shot: Pepsi Center and Xcel Energy have teamed up to assist Energy Outreach Colorado, a nonprofit organization that assists needy families in Colorado with their utility bills. Fans attending Denver Nuggets, Colorado Mammoth and Colorado Crush games will be able to create their own personalized poster for \$10. Net proceeds benefit Energy Outreach Colorado.

IMPORTANT PHONE NUMBERS

24-Hour Security	303-405-1383
All Access Club	303-405-1313
Altitude Authentics	303-405-1300
ARAMARK Sports & Entertainment	303-405-1225
ARGUS Event Staffing/Security	303-405-1295
Blue Sky Grill Reservations	303-405-6090
Community Relations	303-405-1107
Concierge (event nights only)	303-405-1353
Dance Team Hotline	303-405-1113
Group Sales/Concerts/Events	303-405-1313
Group Sales/Sports	303-405-1212
Guest Relations	303-405-8548
Kids Club Hotline	303-405-1359
Levy Restaurants	303-405-1260
Lost and Found	720-931-1581
Paramount Theatre	303-623-0106
Pepsi Center Box Office	303-405-1111 x 0
Pepsi Center Information Line	303-405-1350
Pepsi Center Tours	303-405-8556
Premier Facility Services	303-405-1293
RPM Parking	303-405-1299
Special Events	303-405-1160
The Lexus Club Reservations	303-59-LEXUS
Ticketmaster	303-830-TIXS

Premium Sales & Service

ADT Club Seats	303-405-1250
Suites	303-405-6161

Fax (Suites & ADT Club Seats) 303-405-2544

Season Ticket Sales

Denver Nuggets 303-405-1212

Colorado Avalanche 303-405-1212

Colorado Crush 303-258-3400

Colorado Mammoth 303-405-1101

Colorado Rapids 303-825-4625

Hours of Operations

Pepsi Center Box Office Monday - Friday 10 am - 5 pm

Altitude Authentics Monday - Friday 10 am - 5 pm, Saturday 10 am - 3 pm