



13-TIME WORLD CHAMPIONS
SUPER BOWL CHAMPIONS I, II, XXXI, XLV

NEWS RELEASE

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Nov. 16, 2021

FOR IMMEDIATE RELEASE

PACKERS STOCK SALE UNDERWAY: \$300 SHARES TO SUPPORT LAMBEAU FIELD PROJECTS

The Green Bay Packers, with its unique public ownership structure, today launched the organization's sixth stock offering, with shares priced at \$300. Money raised from the offering will go toward ongoing construction projects at Lambeau Field, including new video boards and concourse upgrades.

"We're excited to offer shares for just the sixth time in our franchise's history," said Packers President/CEO Mark Murphy. "Since we received permission from the NFL last month for a stock offering, fans have been excited. Their support is a key component of our ability to invest in Lambeau Field and maintain it as a top-tier sporting experience, which in turn contributes to the continued success of the franchise.

"It's been 10 years since our last offering and we've been asked regularly by fans when the next opportunity will take place to become an owner of the Packers. For them and our next generation of fans who are ready, we're very pleased to welcome our newest shareholders."

The offering document and purchasing information are available online at www.packersstock.com. Interested fans are encouraged to go online to view the offering document and make a purchase, as it is the most efficient method. Credit and debit cards (most major cards) and electronic bank transfers can be used online. For those without internet access, a toll-free number – 833 OWN PACK (833-696-7225) – is available to request documents by mail for transactions to then be completed by mail. The subscription agent for the offering is Equiniti Trust Company.

The Packers have had five prior stock sales in their history. They took place in 1923, 1935, 1950, 1997 and 2011.

The 2011 sale, with shares priced at \$250, added more than 250,000 new shareholders and raised \$67.4 million toward a new entrance tower and viewing platform in the north end zone and an expansion that added roughly 6,600 seats to the south end zone. That project was completed in 2013. The 1997 sale, with shares priced at \$200, added 105,989 new shareholders and raised more than \$24 million, which was used for the Lambeau Field redevelopment project completed in 2003.

Following is a list of details currently available:

- The price per share is \$300, and there will be a handling fee.
- The offering currently is limited to persons in the 50 United States and Washington D.C., as well as Guam, Puerto Rico and the U.S. Virgin Islands.
- Shares can be purchased online with credit cards, debit cards, or electronic bank transfers, or by mail with personal check or cashier's check.
- Only individuals (including spouses as joint tenants) are able to purchase shares; individuals can purchase shares as a gift for other individuals.
- The Packers are offering 300,000 shares.
- No one may buy more than 200 shares (counting any shares that the person purchased in the 1997-1998 and 2011-2012 offerings).
- The offering will continue until Feb. 25, 2022, subject to extension, or until fully subscribed.

In connection with the offering, interested fans should note:

- Stock in the Packers does not constitute an investment in "stock" in the common sense of the term.
- The Packers will have no obligation to repay the amount a buyer pays to purchase Packers stock.
- Anyone considering the purchase of Packers stock should not purchase the stock to make a profit or to receive a dividend or tax deduction or any other economic benefits.
- The offering of Packers stock is made only through the offering document.
- The Packers believe offerees and purchasers of Packers stock will not receive the protection of securities laws with respect to the offering or sale of Packers stock.
- The Packers bylaws and NFL rules severely restrict transfers of Packers stock.

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