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## SAP CENTER AT SAN JOSE TO CELEBRATE 25 YEARS

NORTHERN CALIFORNIA'S PREMIER SPORTS AND ENTERTAINMENT VENUE  
TO CELEBRATE "SAP CENTER 25 YEARS" WITH SPECIAL EVENTS AND YEAR-LONG CELEBRATIONS

KICK-OFF DINNER TO BE HELD SEPTEMBER 14, 2018

**SAN JOSE, Calif (July 27, 2018)** -- [SAP Center at San Jose \(@SAPCenter\)](#), the premier sports and entertainment venue in Northern California, today announced plans for a year-long celebration to commemorate 25 years of bringing world-class events to Silicon Valley. Included in the festivities will be multiple celebratory events including an exclusive, invitation only dinner to be held on September 14, 2018, a year-long concert series, and an indoor/outdoor three-day music festival planned for 2019. With the generous support of [SAP](#), the naming rights partner for the venue, additional events, such as a series of public street parties, will be announced later this year.

"Since 1993, SAP Center at San Jose has been the place to be and be seen in San Jose, bringing world-class entertainment - as well as the country's top sporting events - to the South Bay," said Sharks Majority Owner Hasso Plattner. "We take great pride in the undeniable positive impact this entertainment venue has made on this city and to the residents of San Jose. We look forward to many more years of bringing the world's best entertainment to SAP Center at San Jose."



At a media event in May 2015 (pictured above), Plattner, San Jose Mayor Sam Liccardo, and Sharks President John Tortora proudly announced an [extension of the lease agreement between the Sharks and the City of San Jose](#), paving the way for the franchise to stay in San Jose for 25 years through 2040.

SAP Center at San Jose continues to be recognized as the biggest success story in the ongoing revitalization of downtown San Jose. [Over the last ten years, SAP Center's economic impact on the City of San Jose has been almost \\$4 Billion.](#) In 2016, the [Silicon Valley Business Journal estimated that one regular season Sharks game contributes more than \\$2M to the local economy.](#) Pollstar Magazine consistently ranks SAP Center as a top venue in the United States and the world in terms of non-sports tickets sold during the past 10 years.

Home to the [San Jose Sharks \(@sanjosharks\)](#) of the [National Hockey League \(@NHL\)](#) and the [San Jose Barracuda \(@sjbarracuda\)](#) of the [American Hockey League](#), SAP Center opened its doors on September 7, 1993 when the Ringling Brothers & Barnum and Bailey Circus performed the first event in the brand new, state-of-the-art facility. Since that time, the venue has hosted many of the biggest names in the entertainment industry including Katy Perry, Paul McCartney, Adele, The Rolling Stones, Bruce Springsteen, Barbra Streisand, Bob Dylan, Beyonce, Elton John, Garth Brooks, Jay-Z, The Three Tenors (Placido Domingo, Luciano Pavarotti and Jose Carreras), Madonna, Lady Gaga, Prince, Los Tigres Del Norte, The Eagles and U2. Since 1990, 23 of the [top 25 live touring acts](#) have performed at SAP Center.

SAP Center has also hosted several world-class, championship sporting events, including: the 2016 Stanley Cup Final; two Olympic Trials for USA Gymnastics (2012 & 2016); four NCAA Men's Division I Basketball Western Regional Finals (1997, 2002, 2007, & 2017); the Pac-10 Women's Basketball Tournament (2003-07); 1999 NCAA Division I Women's Final Four; and three U.S. Figure Skating Championships (1996, 2012, & 2018). SAP Center also hosted the NHL's All-Star Game in 1997 and will host it again in January 2019.

SAP Center will also launch a social media campaign to capture our fans' favorite memories from the last 25 years. The grand prize winner will receive tickets to the 2019 NHL® All-Star Game as well as the SAP Center 25 Years Music Festival in 2019. Please find more info at [www.sapcenter.com/25Years](http://www.sapcenter.com/25Years).

With its distinguishing 10-story glass pyramid entry and unique stainless steel façade, the facility has provided a distinct identity for the City of San Jose for 25 years. Located in the heart of Silicon Valley, SAP Center is an exemplification of the architectural excellence and technological innovation that defines the area.

#### **About SAP Center at San Jose**

Located in the heart of Silicon Valley, [SAP Center at San Jose](#) is the premier sports and entertainment venue in Northern California. Each year, SAP Center hosts approximately 175 events featuring professional and amateur athletes, Olympic athletes, Grammy award-winners, international recording artists, and a variety of performers who appeal to children and families alike. SAP Center at San Jose is home to the [San Jose Sharks \(@SanJoseSharks\)](#) of the [National Hockey League](#) as well as the [San Jose Barracuda \(@SJBarracuda\)](#) of the [American Hockey League](#). Over the last ten years, [SAP Center's economic impact on the City of San Jose has been almost \\$4 Billion](#). For more information about SAP Center at San Jose and for a list of upcoming events, visit the SAP Center home page at [www.sapcenter.com](http://www.sapcenter.com).

#### **About SAP**

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 388,000 business and public-sector customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit [www.sap.com](http://www.sap.com).

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