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CONTACT: Brett Daniels, 469-262-5200

COLLEGE FOOTBALL PLAYOFF ANNOUNCES MUSICAL TALENT LINEUP FOR AT&T PLAYOFF PLAYLIST LIVE!

*Star-Studded Performances by the Jonas Brothers, Pitbull,
Em Beihold and GAYLE Highlight Weekend of Free Concerts*

LOS ANGELES – The College Football Playoff (CFP) today announced a lineup of multi-platinum recording artists that will perform at AT&T Playoff Playlist Live! (January 7-8). The free concerts will take place in Los Angeles' Banc of California Stadium leading up to the 2023 College Football Playoff National Championship, set for Monday, January 9, at SoFi Stadium.

The weekend's initial needle-drop takes place on the AT&T Playoff Playlist Live! stage on Saturday, January 7 with performances by multi-platinum selling global superstars, the **Jonas Brothers** and platinum-selling Los Angeles-based singer-songwriter, **Em Beihold**. The music continues Sunday, January 8, with international superstar and GRAMMY®-award winner **Pitbull** and multi-platinum 2023 GRAMMY® nominee **GAYLE**.

Gates for AT&T Playoff Playlist Live! will open at 6 p.m. PT each day at Banc of California Stadium. Fans will need to pre-register for event tickets online beginning Friday, December 2 at 10 a.m. PT. Access on the day of the concert will be on a first-come, first-served basis based on your digital ticket. For more information, visit collegefootballplayoff.com/ppl.

Additionally, AT&T will bring the show to fans at home and on-the-go with AT&T 5G Concert Lens – an interactive livestream experience. Using AT&T 5G connectivity, this feature will broadcast multiple camera angles simultaneously, allowing fans to select the vantage point from which they'll watch the show. The concert will be streamed in the ESPN App.

The 2023 College Football Playoff National Championship will take place on Monday, January 9 at 7:30 p.m. ET / 4:30 p.m. PT. The game will air live on ESPN.

For additional information on the College Football Playoff, including AT&T Playoff Playlist Live! and the 2023 CFP National Championship, visit collegefootballplayoff.com. Join the social conversation by using the hashtags **#CFBPlayoff** and **#ATTPlaylistLive**.

-#CFBPlayoff-

About the College Football Playoff

The College Football Playoff matches the No. 1 ranked team vs. No. 4, and No. 2 vs. No. 3 in semifinal games that rotate annually among six bowl games – the Goodyear Cotton Bowl, Vrbo Fiesta Bowl, Chick-fil-A Peach Bowl, Capital One Orange Bowl, Allstate Sugar Bowl and Rose Bowl Game. This season's Playoff Semifinals will take place Saturday, December 31, 2022 at the Vrbo Fiesta Bowl and Chick-fil-A Peach Bowl. The Los Angeles region will host the College Football Playoff National Championship on Monday, January 9, 2023, at SoFi Stadium.

545 East John Carpenter Freeway | Suite 1025 | Irving, Texas 75062 | T: 469-262-5200

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ABOUT THE ARTISTS

JONAS BROTHERS

Jonas Brothers took the world by storm in 2019 with the release of their critically acclaimed single "Sucker" following a six-year hiatus. The triple-platinum single debuted at #1 on *Billboard's Hot 100*, becoming the first #1 debut from a group this century. The band went on to release *Chasing Happiness*, an Amazon Original film along with their third #1 album, the platinum-selling *Happiness Begins* (Republic Records). The trio continued to soar with their sold-out "*Happiness Begins Tour*," selling over 1.2 million tickets and garnering a bevy of awards, including three *Billboard Music Awards*, *MTV VMA* and *iHeart Music Awards* and a GRAMMY® nomination. Jonas Brothers only accelerated this momentum in 2021 with the 44-date *REMEMBER THIS* Tour. Earlier this year, it was announced that the Jonas Brothers will receive their own star on the Hollywood Walk of Fame in 2023, a testament the group's enduring star-power.

PITBULL

Pitbull invites disruption globally as a GRAMMY®-winning independent international superstar, education advocate, business entrepreneur and motivational speaker. With countless awards, dozens of international #1's, hundreds of gold and platinum certifications, millions of single sales, 25 million album sales, and over 15 Billion video views, one of the most impressive careers in music history set him to make true change. Pitbull helped establish Sports Leadership Arts and Management (SLAM!) tuition-free public charter schools across the country. Pitbull became the co-owner of NASCAR team [Team Trackhouse] in 2021. He returned to the road in 2022 with the sold out *Can't Stop Us Now* Tour, packing arenas coast-to-coast. Pitbull has performed for millions worldwide and even joined forces with the legendary, Tony Robbins, for engagements around the globe. He maximizes his own creative, entrepreneurial and personal freedom, yet again, on his next long-awaited English album, coming soon.

EM BEIHOLD

Los Angeles-based singer, songwriter, multi-instrumentalist **Em Beihold** sprinkles sunny melodies over sadness, sowing the seeds for pensive and powerful pop. Her debut single "Numb Little Bug" has been certified gold by the RIAA, surpassing 926 million global streams and reaching the Top 20 on the Billboard Hot 100. Em climbed to #1 on Billboard's Emerging Artists Chart, capturing #1 on the Spotify Global Viral 50 Chart and hitting #1 on the Hot AC Radio airplay chart. The official music video has over 20 million views and counting. Em recently released her debut EP *Egg in the Backseat* to critical acclaim with *V Magazine* commenting, "*With her unapologetically quirky attitude and unmatched flair for writing lyrics that encapsulate the feelings of an entire generation, it's easy to understand why Beihold has found herself in the spotlight—and furthermore why it won't be dimming down anytime soon.*"

GAYLE

18-year-old singer/songwriter **GAYLE's** incendiary debut EP *a study of the human experience volume one* (Atlantic Records/Arthouse Records) features her smash "abcdefu": a double-platinum anthem that held the #1 spot on Top 40 radio for three consecutive weeks, topped the Billboard Global 200 AND hit the top 3 on the Billboard Hot 100. *a study of the human experience volume two* is a powerful new EP that doubles down on its predecessor's unapologetic truth-telling. GAYLE's accolades include appearing on Billboard's "21 Under 21" list and on Variety's "Power of Young Hollywood Impact Report" for 2022. Her latest triumphs including taking the stage at Wembley Stadium and touring with Tate McRae, AJR and My Chemical Romance. "If my music can help other people to make better sense of themselves, to come to terms with who they are and what they're feeling, then that means the world to me."

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Taste of the Championship

Hudson Loft

Sunday, January 8, 2023 (4-7 p.m. PT)

Taste of the Championship is a premium dining experience and fundraising event on the eve of the CFP National Championship, offering attendees the opportunity to indulge in gourmet food and drink prepared by chefs local to the area and to the communities of the two teams participating in the 2023 national championship game. This premium event serves as a unique combination of an exploration of local cuisine and a celebration of the teaching profession. All proceeds benefit the CFP Foundation's Extra Yard for Teachers platform. Tickets can be purchased by visiting TasteOfTheChampionship.com.

Allstate Championship Tailgate

SoFi Stadium Lots B and C

Monday, January 9, 2023 (10 a.m.-4 p.m. PT)

Allstate Championship Tailgate is the gathering place for fans with game tickets who want to experience extreme tailgating at the CFP National Championship. The free outdoor experience includes fan activities, games and entertainment. Attendees will enjoy the ultimate pregame atmosphere and tailgating favorites, along with ziplining, sponsor activations and more.

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