



# Prudential Center

NEW HOUSE • NEW HOME • SAME GOAL



Prudential Center



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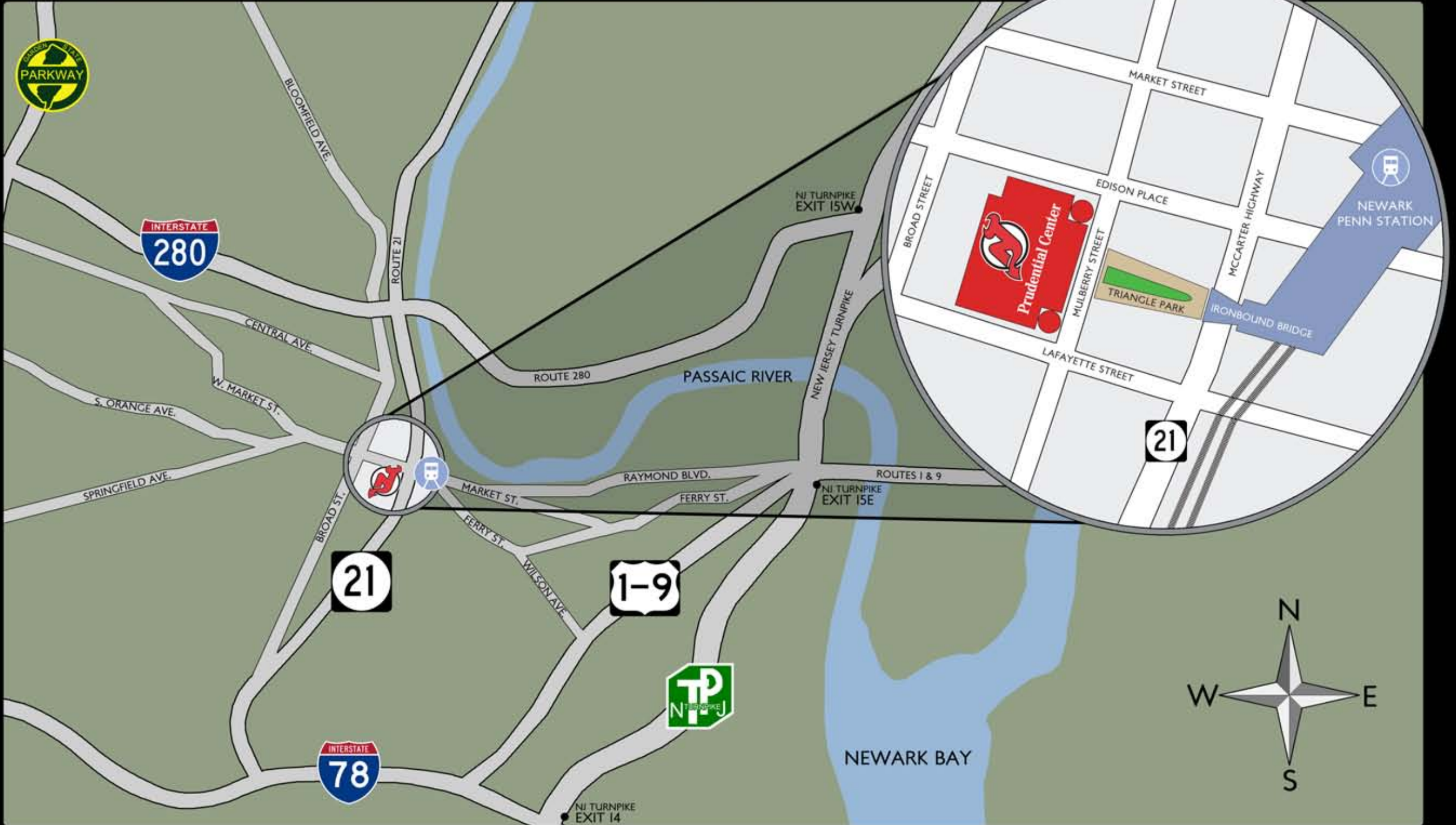




## PRUDENTIAL CENTER FAST FACTS

- The first new professional sports and entertainment center built in metropolitan New Jersey / New York in 25 years
- Seating capacity of 17,625 for hockey
- 76 of the largest Luxury Suites in North America and additional Party Suites
- 2,200 Club Seats located in the three center sections on each side of the ice
- 4,800 sq. ft. LED screen facing Triangle Park and Newark Penn Station is one of the largest in the world
- Two exclusive club lounges: Fire Lounge and Ice Lounge
- 350-seat restaurant and bar / terrace area that overlook all of the action
- Five spacious concourses that allow fans easy access to concessions and restrooms
- Eight-sided, center-hung video scoreboard featuring the latest technology
- Four LED video ribbon boards illuminate Prudential Center with rich and brilliant color
- State-of-the-art sound system providing maximum sound quality
- A full-size practice facility for hockey
- More restrooms, more televisions, more concessions, and more kiosks

# LOCATION AND TRANSPORTATION



**NJ TRANSIT**  
The Way To Go.

**Passenger Rail System 2007**

[www.njtransit.com](http://www.njtransit.com)



## NEXT STOP: NEWARK

Whether you drive in on one of the six major highways (Rt. 280, Rt. 21, Rts. 1&9, Rt.78, NJ Turnpike, Garden State Parkway), or commute by bus, rail, or light rail service, getting to a Devils game has never been easier. Prudential Center is one of the most accessible arenas in the Tri-State area. NJ TRANSIT, Amtrak, and PATH trains all service the newly-restored Newark Penn Station and drop you off just one block away from Prudential Center. More than 38 million passengers annually travel to, through, or transfer at Newark Penn Station and the Newark Broad Street Station (6 million by bus, and 32 million by rail and light rail). The new Ironbound Bridge will escort visitors right from the station through beautiful Triangle Park and straight to Prudential Center. If you are driving, you will be able to access over 3,500 public parking spaces within two blocks of Prudential Center.

# WHAT AN EXPERIENCE

Upon arrival, fans will be greeted by a spectacular 4,800 square foot LED screen, easily one of the largest in the world. Two majestic towers will anchor Prudential Center on either side of the screen. Then it's into the Grand Concourse, an impressive mix of glass, steel, and marble that is both inviting and open. From there, hockey fans will find 17,625 seats, all with great sight lines, which means there is not a bad seat in the house.

## YOU'LL ONLY NEED THE EDGE OF YOUR SEAT

When it comes to comfort, bigger is better, which is why all of the seats at Prudential Center have an increased width. Fully upholstered and cushioned with more knee and leg room, fans can now enjoy Devils hockey as if from the comfort of their own living room.

## GREAT SIGHTS! GREAT SOUNDS!

How do you create perfect sound to go with perfect sight lines? With the very latest in audio, video, and broadcast technology, Prudential Center will feature one of the most sophisticated video scoreboards and state-of-the-art sound systems of any arena in the world. In addition, Prudential Center will light up like the Fourth of July with its five LED video ribbon boards which decorate the lower level and eight-sided, center-hung video scoreboard.

## FOOD AND MERCHANDISE

You will find everything at Prudential Center including a 2,600 square foot Team Store featuring exclusive Devils merchandise. In addition, there will be numerous concession stands so you can find what you are looking for without missing a moment of the action. Long lines will be ancient history because you will now be able to purchase food and merchandise with the "Devils Smart Card."

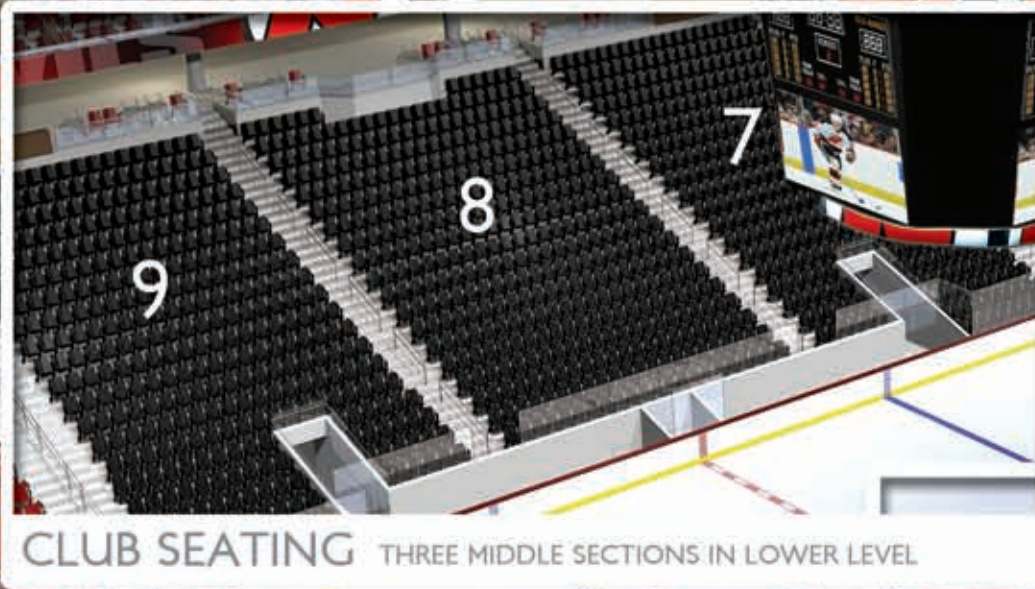
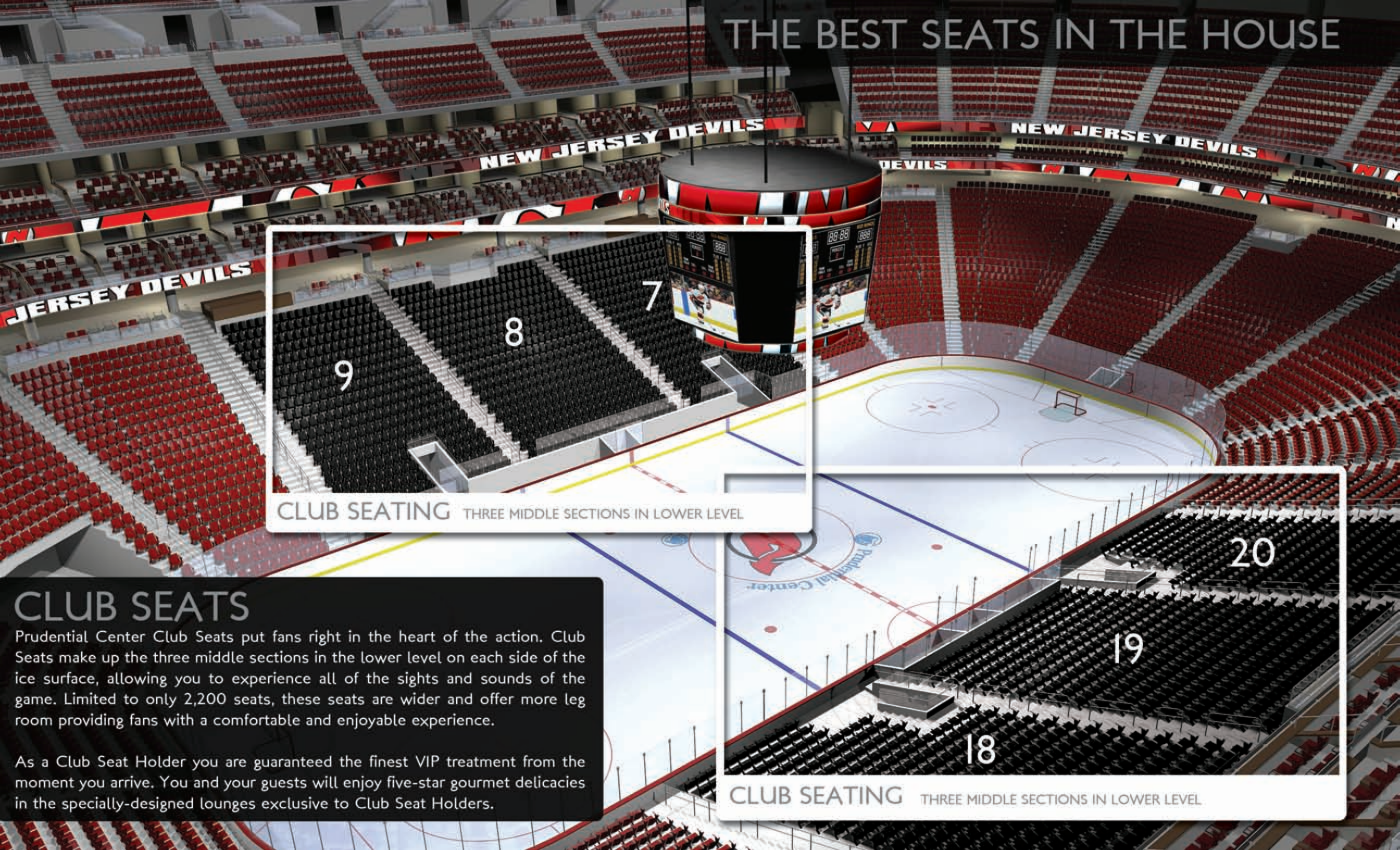




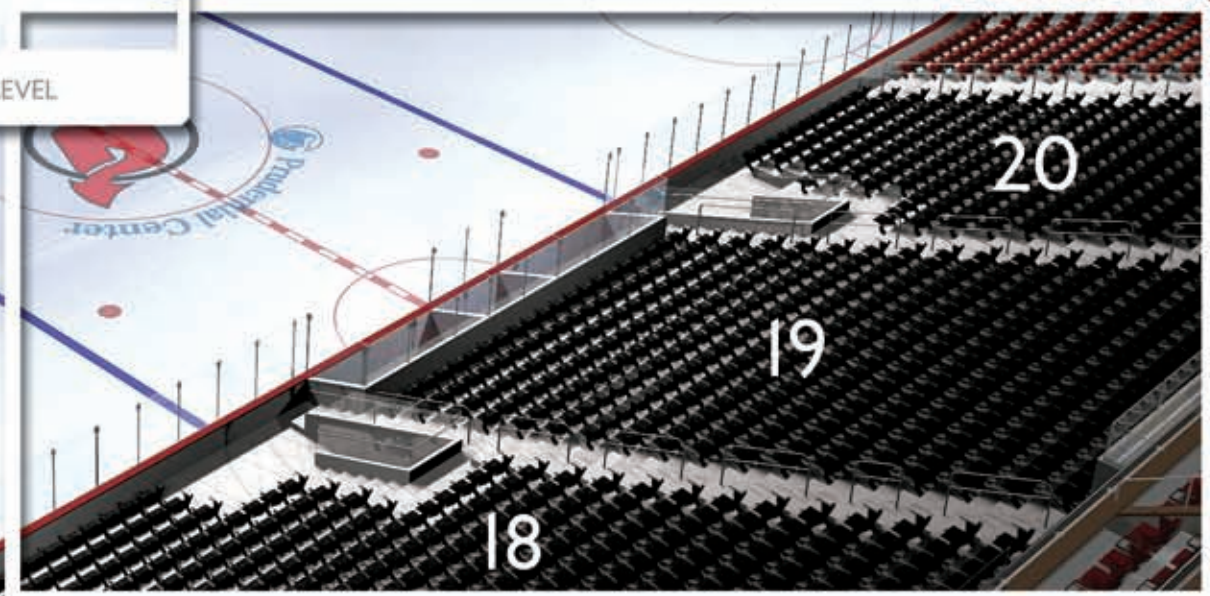
GRAND CONCOURSE



# THE BEST SEATS IN THE HOUSE



CLUB SEATING THREE MIDDLE SECTIONS IN LOWER LEVEL



CLUB SEATING THREE MIDDLE SECTIONS IN LOWER LEVEL

## CLUB SEATS

Prudential Center Club Seats put fans right in the heart of the action. Club Seats make up the three middle sections in the lower level on each side of the ice surface, allowing you to experience all of the sights and sounds of the game. Limited to only 2,200 seats, these seats are wider and offer more leg room providing fans with a comfortable and enjoyable experience.

As a Club Seat Holder you are guaranteed the finest VIP treatment from the moment you arrive. You and your guests will enjoy five-star gourmet delicacies in the specially-designed lounges exclusive to Club Seat Holders.



# CLUB SEAT BENEFITS

- Food served in the Fire and Ice Lounges is included in the price of your ticket
- Private access to the Fire and Ice Lounges where you will find a host of food stations. These fully appointed lounges provide sophisticated and inviting environments for you and your guests to dine in style
- Access to Prudential Center's Restaurant which offers superior food ranging from international flavors to local specialties
- Private access to the Goal Bar
- Same seats for all Devils home games
- Club Seats are wider and offer more leg room
- Opportunity to purchase prepaid designated reserved parking
- Invitation to autograph session / skate with the Devils
- Invitation to Devils Luncheon
- Opportunity to purchase additional tickets to Devils regular season and playoff home games prior to public sale (based on availability)
- Opportunity to purchase tickets to other select Prudential Center events through a priority concierge service (based on availability)
- First priority to your season seats throughout the Stanley Cup Playoffs
- First opportunity to renew your season seats
- Manage your ticket account and pay for season and playoff tickets online in the "Ticket Holder Account Access" section of [newjerseydevils.com](http://newjerseydevils.com)
- Priority access to book Prudential Center lounges, bars, and restaurants for corporate meetings and private engagements



## FIRE & ICE LOUNGES

The Fire and Ice Lounges are high energy, themed club environments, and are the perfect places to heat things up before, during, and after the game. These upbeat lounges are located on the Grand Concourse and feature perfect sight lines for Devils hockey. These visually stimulating lounges are sure to be your favorite places to mix and mingle.

A spirited menu with lusty appetizers, sophisticated entrées, irresistible desserts, and fine spirits will keep you coming back all game long. You will experience outstanding, personal service from our courteous staff who will make you and all of your guests feel right at home...and don't forget, the appetizers, entrées, and desserts are included in the price of your ticket.

Available to: Club Seat & Season Ticket Holders



## RESTAURANT

Another premium feature at Prudential Center is the 350-seat restaurant offering guests the opportunity for fine dining before, during, and after the game. There will be two seatings prior to the start of the game allowing everyone the chance to dine before the Devils take to the ice. Conveniently located in the south end of Prudential Center overlooking the ice, Club Seat and Season Ticket Holders can wine and dine and never miss a moment of the action.

Available to: Club & Goal Bar Seat Holders



## GOAL BAR

The red light is on! Time to hit the Goal Bar. Occupying an expansive area on the north end of Prudential Center on Suite Level One, the Goal Bar offers fans a hip, modern bar atmosphere overlooking the ice. The Goal Bar is covered with dozens of flat-screen televisions, so while you and your guests are enjoying a cold one, you are guaranteed to see all of the action. Make sure you inquire about season ticket seating options in the Goal Bar.

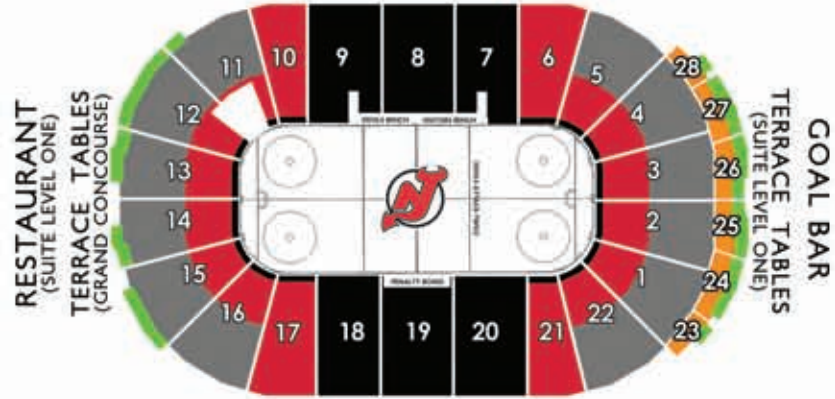
# SEATING AND PRICING

## PRICING ADVANTAGES

	WINDOW	SEASON	
<b>BLACK</b>	\$ 200	\$ 150	CLUB SEATS
<b>DEVILS RED</b>	\$ 115	\$ 98	LOWER LEVEL
<b>GRANITE</b>	\$ 95	\$ 78	LOWER LEVEL ENDS
<b>YELLOW</b>	\$ 100	\$ 88	BALCONY / MEZZANINE
<b>LIGHT PURPLE</b>	\$ 75	\$ 68	MEZZANINE SIDES
<b>LIGHT BLUE</b>	\$ 65	\$ 58	BALCONY
<b>DARK BLUE</b>	\$ 35	\$ 32	UPPER MIDDLE
<b>BRONZE</b>	\$ 25	\$ 25	UPPER SIDES
<b>DARK GREEN</b>	\$ 20	\$ 20	UPPER SIDES
<b>BROWN</b>	\$ 10	N/A	UPPER ENDS

## LOWER LEVEL

### ICE LOUNGE

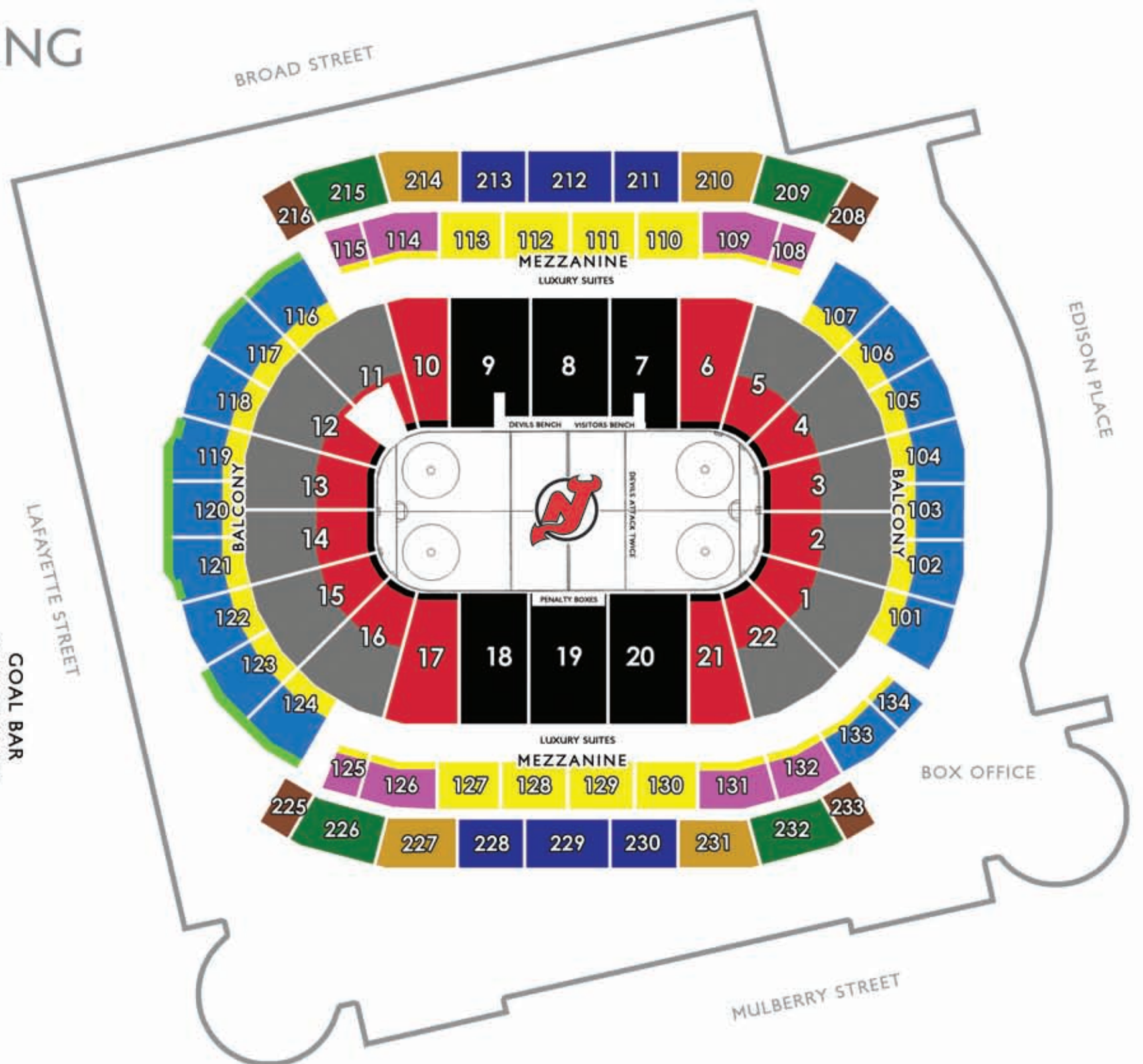


### FIRE LOUNGE

## PRICING ADVANTAGES

	WINDOW	SEASON	
<b>ORANGE</b>	\$ 120	\$ 108	GOAL BAR
<b>LIGHT GREEN</b>	\$ •	\$ •	TERRACE TABLES

\*Ask us for Terrace Table pricing & options.





# FULL SEASON TICKETS

For business or pleasure, Devils full season tickets provide great entertainment value. Prudential Center is the perfect place for you to entertain key clients and business prospects, reward employees, and visit with family and friends. Season tickets are an ideal business investment for you and your company.

## FULL SEASON TICKET BENEFITS:

- Same seats for all Devils home games
- Opportunity to purchase prepaid designated reserved parking
- Opportunity to purchase additional tickets to Devils regular season and playoff home games prior to public sale (based on availability)
- Opportunity to purchase tickets to other select Prudential Center events through a priority concierge service (based on availability)
- Access to Prudential Center's Restaurant which offers superior food from international flavors to local specialties
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# GOAL BAR TERRACE TABLES



## CATCH ALL OF THE ACTION RIGHT FROM YOUR TABLE!

You will never have to wait for a table at the Goal Bar. Terrace Tables (four seats) offer the luxury of having your own table for every thrilling minute of Devils action. You will enjoy the same Terrace Table for all events and have the opportunity to purchase additional Devils tickets and additional tickets to other selected Prudential Center events through a priority concierge service (based on availability). In addition, you will receive one VIP parking pass for all events.

You and your guests will enjoy table-side service providing food and beverage for all of your entertaining needs. A flat-screen monitor will rest on each table so that you can tune in to the Devils broadcast. You will also have priority access to book Prudential Center's lounges, bars, and restaurants for corporate meetings and private engagements.



GOAL BAR



## LUXURY SUITES



The exclusive experience for Suite patrons begins immediately with indoor VIP parking and a private entrance to the Suite Level. The private entrance will have a spacious lobby with a full-service concierge staff and VIP service desk. Once inside, you and your guests will enjoy cutting-edge technology, including flat-screen televisions and Wi-Fi internet access. Custom millwork, plush seating, and granite countertops complete the sophisticated decor.

The amenities in Prudential Center set a new standard in corporate entertaining and you will be able to enjoy them during all of Prudential Center's 175 events. Each Suite comes stocked with a wide variety of refreshments. To further enrich the experience, exceptional food with five-star service is only a touch screen away. All Suites will have prime, side-view locations, with three rows of open seating for an enhanced game viewing experience. The Suite Level Concourses will include high-end, convenient, and exclusive Suite-only restroom facilities.

These Suites are the largest in North America and are spacious enough to have a quiet conversation or to cheer your team on to victory. Best of all, the Suites put you and your guests right in the middle of the action.





# Prudential Center

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## A HOME OF OUR OWN

Prudential Center...a world-class facility with wall-to-wall, cutting-edge features...a brand new home to the Devils and the very best in sports and entertainment...centrally located...convenient for everyone...opportunities such as these do not come along very often.

Join us and be a part of a new standard of excellence. We'll see you in the Fall of 2007!

Contact the New Jersey Devils at 1-800-NJ-DEVIL  
or [www.newjerseydevils.com](http://www.newjerseydevils.com).

