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Quarterly Insight into the Progress and Philanthropy of The Kraft Group

PARTNERS IN PATRIOTISM

“A Very Happy Life”



SAM BERNs

OCTOBER 23, 1996 – JANUARY 10, 2014

Inspired by Sam

Sam Berns brilliantly lived a life that touched the hearts of millions.

Through his contagious laugh, caring spirit and positive outlook, Foxborough resident Sam Berns inspired everyone who came to know him personally or was touched by his incredible story, including the Kraft family and the entire New England Patriots organization.

At the beginning of the season, Sam became an honorary Patriot after a memorable visit to Gillette Stadium where he attended a practice and delivered an inspirational message to his favorite football team.

“I asked Sam if he would be kind enough to give the team a little pep talk and tell them what they needed to do to get a win down in Atlanta,” said Robert Kraft. “He started telling them what they had to do to move [Falcons quarterback] Matt Ryan off the spot and get him to throw a few

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COMMUNICATION COUNTS

Welcoming a new forum for feedback from our neighbors in Foxborough

Kraft Group Chairman and CEO Robert Kraft and President Jonathan Kraft introduce “Partners in Patriotism,” a quarterly newsletter for 2014 connecting Foxborough residents to the latest news around Patriot Place and Gillette Stadium.

Our family has been doing business in Foxborough for 25 years, and January marked the 20th anniversary of our purchase of the New England Patriots.

In partnership with the town, we have been fortunate to experience positive growth over the years and some wonderful successes - both on the field and in the community.

Despite the success, we know we are far from perfect, but are proud to have brought Gillette Stadium and Patriot Place to Foxborough through overwhelming community support at Town Meeting. Together, we have transformed unpaved parking lots, a racetrack and a mobile home park into an economic driver for the town while celebrating three world championships.

As we begin a new year, we are evaluating ways to enhance our communication with the community in 2014.

The right communication between a business and its partners can only strengthen the overall relationship, which is why we have decided it is time for us, as a local company, to open more direct lines of communication and continue to improve the way we

partner with the Town of Foxborough.

Through this quarterly newsletter, we will provide you with more insight to keep you better informed on all the latest news and developments involving The Kraft Group.

In turn, we hope to hear from you and encourage your feedback on how we are operating our local businesses and offer suggestions on how we can collectively shape future development.

Inside this inaugural edition, we are announcing a series of open houses for both the general community and resident season ticket holders to participate in.

We will also be seeking residents to partner with us to create a board of directors that will annually decide how to best fund worthy local projects and philanthropy within the community.

Finally, we will highlight local residents that work for The Kraft Group and new retail opportunities at Patriot Place.

With more communication and regular dialogue, we believe we can strengthen our partnership with Foxborough and build upon the success we have shared for 25 years.



New England Patriots Chairman and CEO Robert Kraft and President Jonathan Kraft.

PARTNERS IN PATRIOTISM

PATRIOT PLACE NEWS

Priority is on Public Safety

With a commitment to public safety unmatched in the marketplace, Patriot Place continues to operate well below the town's projected public safety impact while implementing several innovative alcohol management programs.

SAFE RIDE HOME

Patriot Place has partnered with Foxboro Taxi and Veterans Cab to ensure the complex has three cabs on site every weekend night. Established in April 2013, the Safe Ride Home program has seen more than 200 guests participate in the program, including more than 60 guests on New Year's Eve.

HERO CAMPAIGN

Patriot Place and Gillette Stadium have partnered with the Norfolk District Attorney's Office and the John R. Elliot HERO Campaign to register designated drivers and prevent drunk driving. Patriot Place restaurants offer free, non-alcoholic beverages to anyone who shows their HERO wrist bracelet, which indicates they have made the pledge to be a designated driver. Visit www.GilletteStadium.com/Partners-in-Patriotism for more information on how to register to become a designated driver. This past October, Patriot Place and Gillette Stadium hosted the inaugural HERO 5K Walk, which attracted nearly 1,000 participants and raised more than \$50,000 for the HERO Campaign.

Additionally, the New England Patriots were recognized by TEAM Coalition this past December as the top team in the NFL for designated driver pledges for the fourth consecutive season. Nearly 20,000 fans at Gillette Stadium pledged to be designated drivers in 2013.

EDUCATION IN ALCOHOL MANAGEMENT

Patriot Place General Manager Brian Earley has rolled out a program that will provide further education in alcohol management to liquor license holders and their staffs at Patriot Place. From tenant forums and presentations to case studies and training sessions, this program reinforces TIPS and ServeSafe training for all license holders at Patriot Place.

"We are vigilant every day to provide a level of support for safe and responsible alcohol service that is unmatched in today's marketplace and we continue to go above and beyond to ensure the guest experience at Patriot Place is second to none."

— BRIAN EARLEY
General Manager,
Patriot Place



PATRIOT PLACE BY THE NUMBERS

Over
2,500



The Hall at Patriot Place has provided **more than 2,500** Foxborough students with free field trips since 2008.

Over **\$3M**

Patriot Place is generating **more than \$3 million** annually in direct town revenue; 50% above the town's projection (\$2 million).

Over **250**



Patriot Place hosts **more than 250** free family activities, festivals, clinics and events each year.

1 **TON**

On a typical game day, Patriots fans eat **more than one ton** of hot dogs.

ROOKIE RETAILER



Alex and Ani CEO Giovanni Feroce (left) and Robert Kraft (right) look on as Alex and Ani General Manager Jenna Lipsky-Kimball cuts the ribbon at Patriot Place.

Alex and Ani: The Power of Positive Energy

Since opening in September 2013, Alex and Ani has infused Patriot Place shoppers with positive energy through its powerful collection of lifestyle products such as expandable charm bangles, necklaces and rings that incorporate inspirational symbolism.

More than a lifestyle brand, the Rhode Island-based company embraces an environmentally conscious philosophy that uses eco-friendly, recycled materials manufactured entirely in the United States.

"Alex and Ani, through their inspiring products and commitment to an environmentally responsible business practice, has been a tremendous addition to our retail lineup," said Patriot Place General Manager Brian Earley.

In addition to Alex and Ani, Patriot Place celebrated the 2013 openings of Cupcake Charlie's, ULTA Beauty and Patriots ProShop Collection.

PARTNERS IN PATRIOTISM

IN THE COMMUNITY

INTRODUCING THE PARTNERS IN PATRIOTISM FUND

*The Kraft family will award
\$100,000 annually to
Foxborough philanthropic efforts*

Since its incorporation in 1778, Foxborough has been a town built on volunteerism and community pride.

That sense of community remains an integral part of the social fabric of the town as residents have shown time and time again the selfless desire to mobilize for the greater good of others.

Whether it is fundraising for neighbors in need, organizing social events or supporting important causes, Foxborough remains a community dedicated to helping others.

In that spirit, the Kraft family will be establishing the Partners in Patriotism Fund in 2014 to assist with community-based philanthropic efforts through monetary donations.

With an annual commitment of \$100,000, the fund will be comprised of Foxborough residents willing and able to volunteer to serve on a board of directors to oversee the entire operation.

The board will vet each and every request and recommend to the Kraft organization which Foxborough-based causes and philanthropic initiatives will receive the funds each year.

For more information about the fund, please visit www.GilletteStadium.com/Partners-in-Patriotism.

Kraft Group to Kick Off Community Open House Series for Residents

In an effort to better communicate directly with Foxborough residents, The Kraft Group is introducing a Community Open House Series in 2014.

This community forum will provide a comprehensive review of the previous business quarter as well as a new way to openly communicate with the town on matters pertaining to the New England Patriots, Revolution, Gillette Stadium and Patriot Place.

Kraft Group executives will be available for one-on-one dialogue in addition to an open question and answer group forum.

Additionally, a separate open house will be held for Foxborough residents who are also Patriots season ticket holders. Representing two of the cornerstones of the organization, residents and season ticket holders will be invited directly through their existing account information to a unique open forum opportunity.

All residents are encouraged to attend and join in these discussions as The Kraft Group tries to communicate more directly with the community.

For more information, please visit www.GilletteStadium.com/Partners-in-Patriotism.



The Kraft family will award \$100,000 annually to local projects.



FACES OF FOXBOROUGH TIM OAKES

The next time you see a digital display inside Gillette Stadium, think of 25-year-old Foxborough resident Tim Oakes.

The lifelong "Townie" joined The Kraft Group in 2011 and currently serves as the company's Event Technology Manager, which handles digital signage throughout the stadium and IT needs for external corporate clients and events.

In addition to the fast-paced environment and talented staff, Oakes says he enjoys the thrill of working in front of a live audience during stadium events.

"The best part about my job is adapting to the different IT needs of clients in an exciting and unique environment like Gillette Stadium," Oakes said.



Foxborough resident Tim Oakes (right) and his father, Ed, on the Gillette Stadium field.

2013 NEW ENGLAND



ALL ROWS LEFT TO RIGHT

ROW 1: 3 Stephen Gostkowski, 6 Ryan Allen, 11 Julian Edelman, 12 Tom Brady, 15 Ryan Mallett, 56 LaQuan Williams, 17 Aaron Dobson, 18 Matthew Slater, 22 Stevan Ridley, 23 Marquice Cole, 25 Kyle Arrington.

ROW 2: 26 Logan Ryan, 27 Tavon Wilson, 28 Steve Gregory, 29 LeGarrette Blount, 30 Duron Harmon, 31 Aqib Talib, President Jonathan Kraft, Chairman and CEO Robert Kraft, Head Coach Bill Belichick, 32 Devin McCourty, 33 Leon Washington, 34 Shane Vereen, 35 Cierre Wood, 36 Kamerion Davis.

ROW 3: 37 Alfonzo Dennard, 38 Brandon Bolden, 41 Justin Green, 43 Nate Ebner, 46 James Develin, 47 Michael Hoomanawanui, 48 Danny Aiken, 50 Rob Ninkovich, 51 Jerod Mayo, 52 Dane Fletcher, 53 Ja'Gared Davis, 54 Dont'a Hightower, 55 Brandon Spikes, 58 Steve Beauharnais.

ROW 4: 59 Chris White, 61 Marcus Cannon, 62 Ryan Wendell, 63 Dan Connolly, 64 Chris Barker, 65 Jordan Devey, 66 Markus Zusevics, 67 Josh Kline, 68 Braxton Cave, 69 A.J. Francis, 70 Logan Mankins, 71 Sealter Siliga, 72 Joe Vellano.

ROW 5: 74 Will Svitek, 75 Vince Wilfork, 76 Sebastian Vollmer, 77 Nate Solder, 80 Danny Amendola, 82 Josh Boyce, 85 Kenbrell Thompson, 87 Rob Gronkowski, 88 Matthew Mulligan, 90 Isaac Sopoaga, 91 Jamie Collins, 92 Jake Bequette.

FROM OUR FAMILY TO YOURS: THANK

LAND PATRIOTS



ROW 6: Assistant Strength Coach Joe Andruzzi, Coaching Assistant Steve Belichick, Offensive Assistant Coach Brian Daboli, Coaching Assistant Jerry Schuplinski, 94 Chris Jones, 95 Chandler Jones, 96 Andre Carter, 97 Armond Armstead, 98 Marcus Forston, 99 Michael Buchanan, Head Equipment Manager Dave Schoenfeld, Equipment Assistant John Jastremski, Equipment Assistant Zach Struck, Equipment Assistant Brenden Murphy.

ROW 7: Cornerbacks Coach Josh Boyer, Assistant Strength & Conditioning Coach Moses Cabrera, Running Backs Coach Ivan Fears, Safeties Coach Brian Flores, Tight Ends Coach George Godsey, Defensive Line Coach Patrick Graham, Linebackers Coach Pepper Johnson, Special Teams Assistant Coach Joe Judge, Offensive Coordinator/Quarterbacks Coach Josh McDaniels, Head Strength & Conditioning Coach Harold Nash, Special Teams Coach Scott O'Brien, Wide Receivers Coach Chad O'Shea, Defensive Coordinator Matt Patricia, Assistant Head Coach/Offensive Line Coach Dante Scarnecchia.

ROW 8: IT Specialist Dan Famosi, Football Operations Assistant Michelle Martini, Director of Player Development Kevin Anderson, Director of Football/Head Coach Administration Berj Najarian, Football Research Director Ernie Adams, Director of Player Personnel Nick Caserio, Head Athletic Trainer Jim Whalen, Assistant Athletic Trainer & Director of Rehabilitation Joe Van Allen, Assistant Athletic Trainer Dave Granito, Sports Nutritionist Ted Harper, Video Director Jimmy Dee, Assistant Video Director Fernando Neto, Video Assistant Jared Rita, Video Assistant Teddy Cioper.

NOT PICTURED: Steve Gregory, Cory Grissom, Mark Harrison, Tommy Kelly, T.J. Moe, Adrian Wilson.

YOU FOR YOUR SUPPORT THIS SEASON

PARTNERS IN PATRIOTISM

**THANK YOU FOXBOROUGH RESIDENTS
FOR 25 YEARS OF YOUR SUPPORT**

Coming together
is a beginning;

*Kraft Group site 1989: Sullivan Stadium,
racetrack, stables and mobile home park*



keeping together
is progress;



*Kraft Group site 2002: Gillette Stadium
construction on site of racetrack*

working together
is success.

— Henry Ford

*Kraft Group site 2013:
Gillette Stadium and Patriot Place*



PARTNERS IN PATRIOTISM

IN THE COMMUNITY

BERNS: A DEAR FRIEND AND TRUE INSPIRATION

From **PAGE 1**

interceptions and how we could score.”

On the very next night, the Patriots executed Sam’s game plan and defeated the Falcons, 30-23, in Atlanta.

In recognition of Sam’s pep talk, the team awarded the teenager with the game ball from Atlanta.

To watch Sam’s visit with the Patriots, visit the Gillette Stadium homepage at www.GilletteStadium.com/Partners-in-Patriotism.

Sam lived a happy life as a Foxborough teenager despite challenges with progeria - a rare genetic condition that accelerates the aging process.

He courageously shared his story through the powerful HBO documentary, “Life According to Sam,” where he showed how a positive outlook can overcome life’s many challenges.

Days before Sam’s 17th birthday, the Kraft family invited hundreds of Sam’s friends, classmates and neighbors to celebrate with the Foxborough premiere of “Life According to Sam” at Showcase Cinema de Lux at Patriot Place.

The local audience watched their friend and neighbor’s unique story come to life on the big screen as Sam let his community into his world for 90 minutes.

With his story gaining national attention, Sam was a guest speaker at the 2013 TedxMidAtlantic Conference in Washington D.C., where he shared his remarkable philosophy on how to live a happy life.

During his presentation,



Sam Berns delivered an inspirational message to the Patriots players and coaches.

Sam underlined four key aspects to a happy life:

1. “Be OK with what you ultimately can’t do, because there is so much you can do.”
2. “Surround yourself with people you want to be around.”
3. “Keep moving forward.”
4. “Never miss a party if you can help it.”

Sam told the audience to appreciate your family, love your friends, and acknowledge your mentors and community because “they are very real aspects of everyday life that can make a truly significant, positive impact.”

To watch Sam’s TedxMidAtlantic Talk, visit www.tedxmidatlantic.com and search the playlist for Sam’s



Sam Berns and Robert Kraft pose for a photo with the team’s three Super Bowl trophies.

“My philosophy for a happy life.”

On Jan. 10, 2014, Sam lost his battle with progeria, but his significant and positive impact on those he touched will live on forever inside their hearts.

“I loved Sam Berns and am

richer for knowing him,” Kraft said. “He was a special young man whose inspirational story and positive outlook on life touched my heart. I am so lucky to have had the opportunity to spend time with him and get to know his incredible family.”

PARTNERS IN PATRIOTISM

PATRIOT PLACE PLAYBOOK

Win a Birthday Party Takeover at 5Wits!

Perfect for everything from a birthday party to corporate team building, 5Wits has enjoyed the distinction of Patriot Place's most intriguing tenant since opening in 2010.

A 5Wits adventure will fully immerse you in a vibrant, physical world that's unlike anything you've ever experienced. You'll have to solve puzzles, explore new spaces and discover the details of your unique story. Every puzzle you solve, challenge you conquer and mistake you make will change the outcome of the experience.

Gather your group and come down for a private 5Wits experience with free entry for 20 participants into Espionage or 20,000 Leagues Under the Sea.

You will surely work up an appetite cracking the case, so after you saved the day, enjoy a variety of fresh grilled pizzas, courtesy of CBS Scene Restaurant & Bar, in one of 5Wits' private party rooms.



Gillette Stadium
One Patriot Place
Foxborough, MA 02035

HOW TO WIN



To enter to win this exclusive Foxborough resident experience, please email your name and address with "Patriot Place Playbook" in the subject line to FoxboroResidents@GilletteStadium.com. One winner will be chosen at random and notified via email on Friday, Feb. 21. For rules and regulations, visit www.GilletteStadium.com/Partners-in-Patriotism

Mailing
Information

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