



Dear Titans Season Ticket Member:

The 2018 season brought many exciting and thrilling moments for our organization, both on and off the field. We began a new era of Titans football with the introduction of our head coach Mike Vrabel. We threw a massive party for the ages on Broadway to introduce our new team uniforms. And, we celebrated our 20th season of Titans football together. While I always enjoy reliving memories of seasons' past with you, what I most enjoyed this year was creating and sharing new memories with you – Corey Davis' game-winning touchdown over the Eagles, defeating the New England Patriots in our house, Derrick Henry's record-setting 99-yard touchdown run against the Jaguars in primetime, and much more – so many big plays and great moments to add to our story.

I am truly blessed to have the opportunity to go to work every day for fans like you. Our Season Ticket Members are, and have always been, the foundation upon which we build. Although the 2018 season did not end as we had all hoped, we have much to look forward to as we prepare this off-season. Myself, Jon, Mike and every member of our organization are fully committed to bringing you a consistent, winning football team and a gameday experience that is unmatched.

Your support is critical to our long-term success, and I want to thank every one of you for the commitment you choose to make each year to the Tennessee Titans. Every season, we take the feedback you share through surveys, focus groups and with our representatives in the Ticket Office, and thoughtfully implement change to enhance the Season Ticket Member experience.

Enclosed you will find your ticket invoice and information regarding the 2019 season. This year we will be implementing variable ticket pricing and assigning each of our games to one of three pricing categories. This will better reflect their value and anticipated demand. Preseason games will make up the lowest priced category (over 40% less than all other games). Variably priced season tickets allow us to continue to offer a superior value to our Season Ticket Members. Although this restructure in ticket pricing means some seating areas will see an increase in their overall package price, we always ensure you pay the lowest ticket price across all games in your ticket package, compared to individual game pricing across the season.

In closing, I want to say thank you. It is not only the players and coaches that have brought us 16 wins in our last 20 home games. It is you. You have given us a true home field advantage at Nissan Stadium, and I can't wait to bring 2019 Titans football to you.

Thank you, once again, for being a Tennessee Titans Season Ticket Member.

Sincerely,

A handwritten signature in black ink that reads "Amy Adams Strunk". The signature is written in a cursive, flowing style.

Amy Adams Strunk
Controlling Owner, Tennessee Titans