

Qwest Arena to Become CenturyLink Arena Boise

BOISE, Idaho - Qwest Arena, located in downtown Boise and home of the Idaho Steelheads and Idaho Stampede, is becoming CenturyLink Arena Boise. The new name is one example of CenturyLink's commitment to Boise and the surrounding area since acquiring Qwest Communications on April 1.

"We are pleased to continue this partnership with the announcement of the new name," said Jim Schmit, CenturyLink's vice president and general manager for Idaho. "We understand the significance of this facility to the citizens of Boise and the entire region. For us, this is more than having our name on the building. It's about continuing to build upon our strong partnership with Block 22 and the people of Boise and surrounding area."

"CenturyLink's commitment to our community is clearly demonstrated today," said Block 22 President John Cunningham. "Qwest has been a dedicated partner and we are pleased that CenturyLink is maintaining the relationship as their company grows and evolves. We look forward to continuing on this journey with them."

CenturyLink Arena has seating for 5,000 people, including 39 suites and the SportZone restaurant and sports bar that overlook the arena. The arena is the home of the 2004 and 2007 ECHL National Champion Idaho Steelheads, the 2008 NBA Development League champion Idaho Stampede and the Xtreme Fight Series (XFS) Mixed Martial Arts. In addition, CenturyLink Arena hosts a variety of special events including concerts, trade shows, conventions, ice shows and other sporting events.

"CenturyLink is proud to be part of a facility that contributes to the growth of Boise, is ingrained in the community and provides access to the best sports and entertainment in the region," commented Brian Stading, regional president for CenturyLink's Northwest Region "In addition, CenturyLink will continue to focus on community support and volunteerism with educational and youth programs, technology-focused initiatives and locally driven efforts that strengthen communities and make them better places to live. It is the legacy upon which CenturyLink was built."

The process of changing signs, stationery and other materials associated with CenturyLink Arena will begin today and continue until the end of September.

About CenturyLink

CenturyLink is the third largest telecommunications company in the United States. The company provides broadband, voice and wireless services to consumers and businesses across the country and advanced entertainment services under the CenturyLink™ Prism™ TV and DIRECTV brands. In addition, the company provides data, voice and managed services to business, government and wholesale customers in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers. CenturyLink also is recognized as a leader in the network services market by key technology industry analyst firms, and is a global leader in cloud infrastructure and hosted IT solutions for enterprises through Savvis, a CenturyLink company. CenturyLink's customers range from Fortune 500 companies in some of the country's largest cities to families living in rural America. Headquartered in Monroe, La., CenturyLink is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

<http://news.centurylink.com/Qwest-Arena-to-Become-CenturyLink-Arena-Boise>