

EXECUTIVE SUMMARY MEMO

TO: Richard Monfort, Owner/Chairman and Chief Executive

FROM: TK Communications Solutions

DATE: July 3, 2018

SUBJECT: Coors Field Escalator Incident

Last night, Monday, July 2, 2018 at 10:20 p.m., we experienced an escalator malfunction at Coors Field. The stadium had just concluded the first of two consecutive evenings of scheduled holiday firework shows when the escalator at the main entrance of the stadium began to accelerate out of control while hundreds of fans were utilizing the escalator to exit the park. Representatives were quick to run to the scene and halt the escalator with the emergency power off button. Though responders were quick to the scene, numerous local Rockies fans were injured. As of today July 3, 2018 9AM we have been informed that there are 19 fans injured spread across the city at various hospitals. So far we have designated a communications team member as point of contact for visiting hospitals in the area to speak with receptionists to locate the injured fans. An hour after the incident we had our Social Media personnel release holding statements on Twitter and Facebook. We were able to contact our marketing department to update the website where an emergency alert banner is being constructed as we speak to pop up when users visit the coors field website. This has our holding statement with contact information directed to a member of our communication team to provide updates for any family members to contact us directly.

We have contacted the escalator manufacturer and are working on having a member inspect the malfunctioned escalator as well as all others in the park. We have a game scheduled tonight and have decided to only utilize the manual staircases. While our holding statements are providing the public with reassurance we are working on the incident, there are multiple outlets demanding more information. There are thousands of photos and videos circulating the internet with false information.

We would like you to release a statement now that we have gathered more knowledge of the incident. We will update our social media channels with this detailed statement and have spoken to local news reporters to have this statement aired on your behalf.