

Denver Broncos Presented with Super Bowl 50 Championship Rings by Jostens

June 12, 2016

Striking handcrafted rings celebrate the team's third Super Bowl victory

DENVER, June 12, 2016 /PRNewswire/ -- The Denver Broncos presented players, coaches and football staff with their Super Bowl 50 championship rings during a private ceremony this evening at Sports Authority Field at Mile High. Created by Jostens, the leading national custom jewelry designer and producer, the championship ring commemorates the Broncos' outstanding 2015 season and celebrates the team's triumphant victory in Super Bowl 50.



"The Super Bowl 50 championship victory was a tremendous achievement for the entire Broncos organization," Broncos President and CEO **Joe Ellis** said. "We're honored to once again partner with Jostens to recognize such an historic moment in NFL history with a spectacular, one-of-a-kind ring that symbolizes the accomplishments of this very special team.

"Most importantly, the ring honors the Broncos' rich history and passionate fan base. It truly captures the excitement of our Super Bowl 50 win for the incredibly deserving members of our organization."

"Jostens is honored to once again partner with the Broncos to create a championship ring that celebrates the team's historic win and honors its championship legacy," said **Chris Poitras**, vice president, Jostens. "Every element of the ring was designed to reflect the significance of winning Super Bowl 50 and recognizes the team's accomplishments and rich history of the Denver Broncos."

The Super Bowl 50 Championship Ring boasts 212 round, tapered and marquise shaped diamonds all meticulously set in a 10-karat white-and-yellow gold ring. This collection of stones comes together to create a stunning ring that tops more than 5.05 carats.

The ring top features the Super Bowl 50 logo and the team's three Lombardi Trophies placed above the Denver Broncos logo on a field of pave-set diamonds. The trophies are created from marquise-cut stones, tapered baguettes and pave-set stones. The Bronco mane is created from diamond-cut orange sapphires while the head features pave-set diamonds and a custom-cut corundum blue stone. The words WORLD CHAMPIONS adorn the top and bottom edges.

The sides feature 56 stones representing the Broncos' 56-year history and the top and bottom edges each feature 15 stones to mark the team's 15 wins during the 2015 season and the 15 titles. One side features the player's number and their name above a crown highlighted in yellow to mark all three Super Bowl titles with eight round stones adorning the top of the crown to mark the team's eight AFC Championships. The other side features DENVER BRONCOS arched above an image of the Lombardi Trophy and the year 2015. The trophy is surrounded by the words "THIS ONE'S FOR PAT" in honor of Owner Pat Bowlen.

To celebrate this significant chapter in the team's history, the Broncos and Jostens have collaborated to create a custom selection of personalized

jewelry and collectibles for all of Broncos Country. The collection offers every Denver Broncos fan the chance to own a piece of Broncos history and can be ordered online at www.jostens.com/broncosfan.

Founded in 1897, Jostens has produced championship rings for professional sports teams and athletes for more than 60 years. In addition to collaborating with the Broncos, Jostens has partnered with other Colorado professional sports organizations including the Colorado Avalanche and Colorado Rockies.

About Jostens

Jostens is a trusted partner in the academic and achievement channel, providing products, programs and services that help its customers celebrate moments that matter. The company's products include yearbooks, publications, jewelry and consumer goods that serve the K-12 educational, college and professional sports segments. Founded in 1897 and based in Minneapolis, Minn., Jostens is a subsidiary of Newell Brands and can be found online at www.jostens.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

Photo - <http://photos.prnewswire.com/prnh/20160611/378211>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/denver-broncos-presented-with-super-bowl-50-championship-rings-by-jostens-300283384.html>

SOURCE Newell Brands

Jeff Peterson, 952.830.3348, jeff.peterson@jostens.com