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THROUGH PARTNERSHIP WITH ENEL NORTH AMERICA, KRAFT SPORTS + ENTERTAINMENT TURNS GILLETTE STADIUM GREEN FOR THE DURATION OF THE NEW ENGLAND PATRIOTS 2019 SEASON AND INSTALLS 50 NEW ELECTRIC VEHICLE SMART CHARGING STATIONS

- *New England Patriots home games will be powered with clean energy through renewable energy credits through an agreement with Enel's renewable energy business Enel Green Power North America*
- *In addition, Enel will install 50 electric vehicle smart charging stations at Patriot Place through an agreement with Enel's advanced energy services business Enel X*
- *Through the partnership, Enel North America will support future energy initiatives of Kraft Sports + Entertainment*

FOXBOROUGH, MASS. – Kraft Sports + Entertainment the sports, entertainment and event management division of the Kraft Group featuring the New England Patriots, New England Revolution, Boston Uprising, Gillette Stadium and Patriot Place, among others announced today that through its [exclusive energy partnership with Enel North America](#), it will power the duration of the New England Patriots 2019 season with clean energy through renewable energy credits and will begin to install 50 JuiceBox electric vehicle smart charging stations throughout Patriot Place. Through these advancements, Enel will help pave the way towards more sustainable entertainment in the region.

"As the exclusive energy partner of Kraft Sports + Entertainment, we will help the company meet its sustainability commitments by leveraging our unique expertise that spans renewables development and innovative energy solutions including our JuiceBox electric vehicle smart charging solutions, while boosting the integration of sustainable practices and principles in sport and entertainment," said **Enrico Viale**, Head of Enel North America.

"Kraft Sports + Entertainment is proud to expand our partnership with Enel North America to further our sustainability efforts at Gillette Stadium and beyond," said **Murray Kohl**, vice president of sales for the Kraft Group. *"We turned Gillette green for the Patriots season opener and are excited to expand that commitment to the remaining home games at the stadium. And through Enel's electric vehicle smart charging solutions we are taking our commitment one step further providing visitors to Patriot Place with access to electric vehicle smart charging technology. We look forward to continuing to work together with Enel in an effort to become the most sustainable stadium in the U.S."*

Through the partnership, Enel, under its renewable energy business Enel Green Power North America, will power New England Patriots home games for the rest of the 2019 season with clean energy through renewable energy credits from the local New England electricity grid. Under the agreement Kraft Sports + Entertainment will purchase 270 MWh of renewable energy credits from Enel Green Power North America, which is enough to meet the electricity needs of the five remaining New England Patriots' home games at Gillette Stadium.



Beginning in November 2019, Enel X, Enel's advanced energy services business line will install 50 JuiceBoxes, Enel X's electric vehicle smart charging stations throughout Patriot Place; further supporting Kraft Sports + Entertainment's goal to make Gillette Stadium and Patriot Place a more eco-friendly environment for both guests and workers alike. The JuiceBox smart charging station, powered by [JuiceNet software](#), will provide visitors to Patriot Place with access to a grid-connected smart charging solution free of charge. The JuiceNet platform monitors historical charging patterns, acquires real-time input and signals from the electric grid to aggregate and manage charging station demand, allowing Kraft Sports + Entertainment to support the local utility's peak electricity demand management by charging vehicles at times when electricity costs are lower and renewable energy is most available.

Enel X is [already providing the Kraft Group with energy advisory service](#) solutions to track and analyze their energy usage at Gillette Stadium, and to reduce the stadium's overall energy consumption. Enel X also provides utility bill management to the sports complex, reporting and identifying potential errors. Gillette Stadium is enrolled in Enel X's demand response program in Massachusetts, helping to meet the grid's needs during peak demand periods, such as heat waves, while providing the stadium with payments for powering down non-essential areas when needed.

The Kraft Group is focused on implementing sustainability in all of its businesses on a daily basis. In its sports and entertainment operations, the Kraft Group aims to minimize the environmental impact of Gillette Stadium and Patriot Place, as evidenced throughout its conception, construction and day-to-day operation, all focused on long-term sustainability, energy efficiency and ecosystem management. Working with Enel, the Kraft Group will further its sustainable practices through renewable energy commitments.

Massachusetts is home to the North American headquarters of both Enel X and Enel Green Power North America. This partnership with the Kraft Group is the latest demonstration of Enel's increased commitment to the local clean energy economy and business community. In May of this year, the Enel Group opened its 10th global Innovation Hub in Massachusetts at Greentown Labs, the largest clean energy incubator in the US.

About Enel in North America

Enel is a multinational power company and a leading integrated player in the global power, gas and renewables markets present in over 30 countries worldwide, producing energy with more than 89 GW of managed capacity. Enel distributes electricity and gas through a network of over 2.2 million kilometres, and serves around 73 million business and household end users globally.

Enel operates in the US and Canada through two divisions: Enel Green Power North America and Enel X. Enel Green Power North America is a leading owner and operator of renewable energy plants with projects operating and under development in 24 US states and two Canadian provinces. The company operates around 100 plants with a managed capacity of approximately 5.1 GW powered by hydropower, wind, geothermal and solar energy. Enel X in North America has around 3,400 business customers, spanning more than 10,400 sites, representing approximately 4.6 GW of demand response capacity and over 20 operational behind-the-meter storage projects. Enel X is revolutionizing the EV charging market with its smart charging solutions deploying around 40,000 charging stations in the US.

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About Kraft Sports + Entertainment:

Kraft Sports + Entertainment, the Kraft Group's sports, entertainment and event management division, is comprised of Gillette Stadium, the New England Patriots, New England Revolution, Boston Uprising, Kraft Analytics Group (KAGR) and Patriot Place. The Kraft Group has been promoting and delivering world-class events to New England for more than a quarter century. From the biggest names in musical entertainment to international soccer matches, the 2016 NHL Winter Classic, NCAA athletics and motor sports, the Kraft Group annually hosts a diverse variety of sporting and entertainment events.