



NEWS RELEASE

FOR IMMEDIATE RELEASE – Thursday, December 8, 2016

**T-Mobile New Year's at the Needle to Light up the Seattle Sky
with Even More Rockin' Fireworks to Welcome 2017
*America's Un-carrier is the exclusive title sponsor for the fourth year in a row***

SEATTLE – Thursday, December 8, 2016 – The Space Needle will celebrate the arrival of 2017 with its 32nd annual fireworks spectacular - T-Mobile New Year's at the Needle. This year's pyrotechnics display has been extended to ten minutes making it the largest show the Space Needle has ever produced. For the fourth year in a row, hometown partner T-Mobile, America's Un-carrier, is the exclusive sponsor of the West Coast's premier New Year's Eve celebration.

"The Space Needle is excited to continue our partnership with T-Mobile to expand the most iconic fireworks show in the region," said Ron Severt, Space Needle CEO. "We're thrilled to team up with an organization who shares our forward-thinking vision and commitment to connecting communities for this widely celebrated Seattle tradition."

T-Mobile joins KING TV and Seattle's own listener-supported radio station, KEXP 90.3 FM for one of the world's largest structure-launched fireworks displays. The Space Needle will be illuminated in T-Mobile's distinctive magenta brand color on Dec. 30-Dec. 31 as a precursor to the New Year's Eve festivities.

"Everything looks great in magenta, especially Seattle's Space Needle!" said John Legere, president and CEO of Bellevue-based T-Mobile. "I'm proud to get behind this awesome event in our home town to help put on the biggest fireworks show EVER at the Needle. What a fantastic way to say Happy New Year and welcome 2017!"

Pyro Spectaculars, global fireworks experts for over 100 years, will design and coordinate the ten minute display. Pyrotechnics will illuminate the entire Space Needle from top to bottom. Gala New Year's Eve parties are being held on the Observation Deck and at the SkyCity restaurant and have already sold out.

More than 20,000 people are expected to gather on the Seattle Center campus to watch the T-Mobile New Year's at the Needle show. The entire Seattle Center campus will be one big party with thousands of free giveaways from T-Mobile as all the revelers watch the amazing pyrotechnic effects being fired from 87 different locations on the iconic landmark. An estimated 400,000 will view the show from surrounding neighborhoods, along with another half-million tuning-in from home.

- KING 5 Television will feature exclusive live broadcast coverage beginning at 11:35 p.m. to 12:30 a.m. The ten minute fireworks show is scheduled to begin at 11:59 p.m. on Saturday, December 31.

- KEXP 90.3 FM will broadcast the fireworks soundtrack from 11:59 p.m. to 12:09 a.m. The celebratory playlist will include:
 - David Bowie “Space Oddity”
 - David Bowie “Let’s Dance”
 - Justin Timberlake “Can’t Stop This Feeling”
 - ODESZA “Say My Name”
 - Calvin Harris “This Is What You Came For (R3hab & Henry Fong Remix)”
 - Grace Love & the True Loves “Fire”
 - Beyonce “Freedom”
 - David Bowie & Queen “Under Pressure”
 - Prince “Purple Rain”
 - Prince “Let’s Go Crazy”

On Social Media, everyone celebrating T-Mobile New Year’s Eve at the Needle is encouraged to share photos and videos as they celebrate before, during, and after the fireworks using the hashtag **#TMobileNYE**.

About Space Needle

Built as the centerpiece and inspiration for the 1962 Seattle World’s Fair, the Space Needle has since become a part of the Seattle experience and the globally-recognized icon for the city. The Space Needle stands 605 feet tall with unparalleled views of Seattle, and houses an Observation Deck, an award-winning restaurant, SkyCity at the Needle, a popular private event venue, and a retail shop. Open year-round, the Space Needle hosts more than a million visitors per year. For more information visit: www.spaceneedle.com

About T-Mobile

As America's Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is redefining the way consumers and businesses buy wireless services through leading product and service innovation. The Company's advanced nationwide 4G LTE network delivers outstanding wireless experiences to more than 69.4 million customers who are unwilling to compromise on quality and value. Based in Bellevue, Washington, T-Mobile US provides services through its subsidiaries and operates its flagship brands, T-Mobile and MetroPCS. For more information, please visit <http://www.t-mobile.com>.

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