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The PrivateBank & Chicago Fire Soccer Club Announce Strategic Multi-year Partnership

Partnership includes naming rights of The PrivateBank Fire Pitch and Official Bank of the Club

CHICAGO, December 2, 2014 – The Chicago Fire Soccer Club announced a multi-year partnership with The PrivateBank that focuses on growing the soccer community in the Chicagoland area.

“The PrivateBank recognizes the global and local relevance of soccer as it continues its rapid growth in the U.S.,” said Fire COO Atul Khosla. “We look forward to elevating the game together through programming at The PrivateBank Fire Pitch and throughout the community.”

The cornerstone of the partnership is naming rights of The PrivateBank Fire Pitch, the new soccer center located on the city’s north side that’s providing year-round access to soccer fields. The PrivateBank Fire Pitch, located at 3626 N. Talman Avenue, was created as part of the Club’s larger initiative to recognize and invest in the diverse soccer community and to drive the soccer conversation in Chicago. Once completed, the center will offer soccer access to more than 250,000 people each year through a host of Club and affiliated soccer and sports programming.

The PrivateBank Fire Pitch features two regulation size turf fields, the first air-supported dome within Chicago’s city limits and is officially open for play. The center houses the Chicago Fire Rec Soccer League, the leading provider of adult recreational soccer in the city, with more than 5,000 participants. The facility also serves as the home base for the Chicago Fire Juniors City team, a professionally-based youth soccer club that serves more than 250 children ages 6-18. The club is one of ten clubs in the Chicago Fire Juniors family, touting more than 15,000 participants across six states.

In addition to naming rights at the new facility, The PrivateBank will serve as the Official Bank of the Chicago Fire Soccer Club and will be involved in various activities on and off the pitch. Key matchday opportunities include: presenting sponsorship of one Chicago Fire home match, in-stadium signage and activation rights in Fire Fest, the interactive pre-match fan fest. In

addition, The PrivateBank will engage with the soccer community through suburban tournaments, First Team Practice in the Community and as a supporting sponsor of the Chicago Fire Foundation's P.L.A.Y.S. Program (Participate, Learn, Achieve Youth Soccer) which integrates soccer with social and emotional learning to not only help kids learn and enjoy soccer, but also strengthen academic performance.

"We are excited to partner with the Chicago Fire and to work together to extend soccer's reach into our communities," said Larry D. Richman, President and Chief Executive Officer, The PrivateBank. "We are particularly pleased to support The PrivateBank Fire Pitch as we give the City of Chicago a terrific venue to expand access to this great game."

Video of The PrivateBank Fire Pitch can be found [here](#).

About The PrivateBank

The PrivateBank is proud to help make our city more vibrant through partnerships with organizations such as the Chicago Fire. At The PrivateBank, our mission is to advance the goals of our clients by delivering compelling commercial, personal and private banking solutions as well as to promote the stability of our communities through financial literacy and banking services. The PrivateBank is part of PrivateBancorp, Inc., a Chicago-based company with \$15.2 billion in assets as of September 30, 2014. Visit us at theprivatebank.com.

About Chicago Fire Soccer Club

Founded on the 126th anniversary of the Great Chicago Fire, the Chicago Fire Soccer Club prepares for its 18th Major League Soccer season with six major domestic championship titles including the 1988 MLS Cup and 1998, 2000, 2003 and 2006 U. S. Soccer Open Cup, and 2003 Supporters Shield. Anchoring Chicago's growing soccer fan base, the Fire play at Toyota Park in Bridgeview, Ill., located 15 miles from Chicago's Loop. www.Chicago-Fire.com.

To learn more information on the full slate of recreational soccer programming, which is already underway, please visit: www.Chicago-Fire.com/cfrs.