

Gaga Headlines Halftime

Press Release

Global superstar Lady Gaga, winner of six Grammy Awards, a Golden Globe, and Academy Award nominee, will headline the Pepsi Zero Sugar Super Bowl LI Halftime Show.

Lady Gaga is a one-of-a-kind artist and performer. Her new single “Perfect Illusion” off her upcoming fifth studio album *Joanne* debuted at No. 1 on iTunes in 60 countries. She holds the distinction of generating three consecutive No. 1 albums on the Billboard Hot 100 and was recently featured as Billboard’s Woman of the Year.

She has amassed an outstanding 30 million global album sales and 150 million single sales, making her one of the best-selling musicians of all time.

BRANCHING OUT

Lady Gaga expanded her talents to television last fall when she appeared as The Countess on the fifth season of Ryan Murphy’s anthology series “American Horror Story: Hotel” for FX Network. Subsequently, she won the Golden Globe Award for Best Actress Miniseries or Television Film for her performance on the show.

Next up she will star in the Bradley Cooper-directed film “A Star is Born” for Warner Bros. Pictures.

SUPER BACKGROUND

This will be Lady Gaga’s



second time performing on the Super Bowl stage, after having sang the National Anthem at Super Bowl 50 last February.

Leading up to Super Bowl LI, fans may visit Pepsi.com for behind-the-scenes looks into Lady Gaga’s journey to the halftime show and a

chance to win sideline passes to see her perform live at NRG Stadium in Houston.

Lady Gaga joins an esteemed list of recent half-time acts including Coldplay, Beyonce, Katy Perry, Bruno Mars, Madonna, The Who, Bruce Springsteen & The E Street Band, Tom Petty and

the Heartbreakers, Prince, the Rolling Stones, Paul McCartney, U2 and more.

HIGH PROFILE

The Pepsi Zero Sugar Super Bowl LI Halftime Show is the most-watched musical event of the year. More than 116.5 million viewers in the U.S.

watched last year’s show.

Super Bowl LI and the half-time show will be broadcast by FOX Sports from NRG Stadium in Houston.

Super Bowl LI marks Pepsi’s fifth year as title sponsor of the Super Bowl Halftime Show and 15th year as an NFL partner.