



## NFL NETWORK HAS *BIG* PLANS FOR YEAR TWO

**NFL NETWORK**, the 24-hour, 365-day television network dedicated to the NFL and the sport of football, enters the 2004 season as a rookie of sorts. Despite spending some time on the roster in 2003, NFL Network embarks upon its first full NFL season on the air after making its debut prior to Week 10 last year.

With that crucial experience last year coming as playoff races were heating up and during the 2003 playoffs, NFL Network gained valuable insight that will provide viewers with even more to cheer about this season.

NFL Network has taken fans to places they have never been before. Along the way to becoming the youngest network ever to win a Sports Emmy, NFL Network has gone deep inside the Super Bowl and Pro Bowl, provided the first extensive television coverage of the NFL Scouting Combine, unprecedented access at league meetings and the NFL Draft, and the unveiling of the 2004 playing schedule via a special two-hour television show. There has also been coverage of live NFL Europe League games, the airing of older NFL games with original network footage, exclusive audio from locker rooms, sidelines, the field and even from the plane carrying the Carolina Panthers to Houston for the Super Bowl!

Quite simply, NFL Network has been omnipresent. Having a camera at each of the 32 team facilities, plus tremendous cooperation from the NFL players, coaches and owners, makes the access unique and allows viewers to get closer to the NFL experience than ever before. Even the players have caught the NFL Network bug.

"I love football," said Jacksonville Jaguars starting quarterback **BYRON LEFTWICH**. "If I weren't playing in the league, I'd watch NFL Network all day."

After it spends this summer inside each teams' training camp providing daily reports from around the league, airing 54 preseason games in 25 days, covering the Pro Football Hall of Fame festivities in Canton, Ohio, and living with the Jacksonville Jaguars for the special "Inside Training Camp: Jaguars Summer" show, NFL Network is geared up for the 2004 season with plenty of knowledge, insight and information to impart to viewers all season long.

Among the big plans and shows in the works for NFL Network viewers this season are:

- Coverage of coaches' press conferences on Mondays from 3:00-5:00 PM ET.
- Two *Game of the Weeks* (available in HD) – will show two of the most memorable games from Sunday in a condensed one-hour format with sideline sound and unique camera angles – every Wednesday and Thursday night during the season at 9:00 PM ET/PT.
- *NFL Total Access*, the Network's signature show, has added a Saturday night airing to provide fans with six nights a week of news, interviews and analysis from around the league. **RICH EISEN** along with newcomers **TERRELL DAVIS** and **LINCOLN KENNEDY** pontificate on all the pigskin Monday through Saturday at 7:00 PM. With a specially-equipped camera at each of the 32 team headquarters, plus the league office, *NFLTA* is *the* football show of record for NFL fans.
- *Playbook*, the Xs and Os show, has undergone a transformation that includes a new host, **PAUL BURMEISTER**, a new analyst **SOLOMON WILCOTS**, a new set, and an additional show on Tuesday nights to look back on the week that was. Fans interested in learning the intricacies of the game in an entertaining format can catch *Playbook* on Tuesdays, Thursdays, Fridays and Saturdays at 8:00 PM with Burmeister, Wilcots, **STERLING SHARPE** and **GLENN PARKER**.
- *Point After*, the show that recaps all the games from Sunday at midnight that night to noon on Monday, returns to bring viewers all the post-game press conferences from around the league.
- *College Football Sunday*, the unique college football show that deciphers the game highlights from around the university gridiron, returns each Sunday morning during the college season to update the games and focus on some of the key players that will perhaps impact the NFL in the future.
- *Redzone*, the best source for viewers to turn to for updated scores and stats all in one place, returns this season during the afternoon slate of NFL games. From 1:00-8:00 PM ET on Sundays *Redzone* keeps fans up on the latest from around the league.