



EAGLES GO TO SUPER BOWL, TOP MERCHANDISE SALES FOR FIRST TIME

Last season, the Philadelphia Eagles reached the Super Bowl for the first time since 1980 and topped the NFL's Top 10 in licensed merchandise for the first time ever. Philadelphia, which ranked fifth in 2003, had its previous high in merchandise sales at No. 3 in 1981.

The Super Bowl XXXIX champion New England Patriots held the No. 2 spot for the second consecutive year, followed by the Pittsburgh Steelers, Oakland Raiders and Green Bay Packers. The Steelers' No. 3 ranking is their highest since occupying the same spot in 1995. The Raiders have ranked among the top six in sales since 2000. The Packers placed in the top five for the ninth consecutive year.

TOP 10 SELLING NFL TEAMS IN 2004
(April 1, 2004-March 31, 2005)

- 1. Philadelphia Eagles
- 2. New England Patriots
- 3. Pittsburgh Steelers
- 4. Oakland Raiders
- 5. Green Bay Packers
- 6. Dallas Cowboys
- 7. Denver Broncos
- 8. Chicago Bears
- 9. New York Giants
- 10. Kansas City Chiefs

New Oakland Raiders wide receiver **RANDY MOSS** has the most touchdown receptions (30) in the NFL in the past two seasons. Now he also tops another list. Since April 1, Moss' new No. 18 Raiders jersey is the top seller on NFLShop.com. Five rookies ranked among the Top 25 over that time span – up from one in the first three months of 2004 sales (New York Giants quarterback Eli Manning). Following are the top-selling player jerseys according to NFLShop.com from April 1-June 30, 2005 (rookies italicized):

TOP-SELLING NFL PLAYER JERSEYS

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| 1. Randy Moss, Oakland Raiders | 14. Daunte Culpepper, Minnesota Vikings |
| 2. Michael Vick, Atlanta Falcons | 15. <i>Ronnie Brown, Miami Dolphins</i> |
| 3. Tom Brady, New England Patriots | 16. Brett Favre, Green Bay Packers |
| 4. Donovan McNabb, Philadelphia Eagles | 17. Jake Plummer, Denver Broncos |
| 5. Ben Roethlisberger, Pittsburgh Steelers | 18. Roy Williams, Dallas Cowboys |
| 6. LaDainian Tomlinson, S.D. Chargers | 19. Curtis Martin, New York Jets |
| 7. Byron Leftwich, Jacksonville Jaguars | 20. Brian Urlacher, Chicago Bears |
| 8. <i>Carnell Williams, Tampa Bay Buccaneers</i> | 21. Peyton Manning, Indianapolis Colts |
| 9. Jeremy Shockey, New York Giants | 22. Ray Lewis, Baltimore Ravens |
| 10. Tiki Barber, New York Giants | 23. <i>Cedric Benson, Chicago Bears</i> |
| 11. Mike Alstott, Tampa Bay Buccaneers | 24. Kurt Warner, Arizona Cardinals |
| 12. <i>Alex Smith, San Francisco 49ers</i> | 25. David Carr, Houston Texans |
| 13. <i>Braylon Edwards, Cleveland Browns</i> | |



USA FOOTBALL GROWS WITH THE KIDS IT REACHES

USA FOOTBALL, the non-profit organization created in 2002 by the National Football League and the NFL Players Association to promote and support organizations involved in youth and high school football, has made significant progress through new and innovative programming and by partnering with national and local organizations in the areas of education, health, and sports.

“Over the past two years, USA Football has accomplished much in promoting the ever-increasing popularity of playing a sport that combines mental and physical elements of competition,” says **JACK KEMP**, USA’s Chairman and a former NFL quarterback. “From meeting with leaders involved at the grassroots level and developing an invaluable network to hosting the national dialogue on youth football at Huddle 2005 in Orlando, our work continues to strengthen the great sport of football and encourage more kids to get in the game.”

One of USA’s developing efforts is the **Tackle Reading First & Goal Program** that was launched in September of 2003 at the NFL Kickoff Event in Washington, DC. It emphasizes reading for fun and the importance of staying in school. “Youth development is a core value for the organization,” says Kemp. “In addition to the Tackle Reading First & Goal Program, our mission is to help educate coaches about their responsibilities and opportunities for influencing today’s youth.” The Tackle Reading Bowl II will be held in Detroit to kick off Super Bowl XL week.

Another USA Football initiative took place this June in Orlando – **Huddle 2005**. The second annual USA Football conference comprised over 500 attendees participating in informative sessions on coaching, age and weight standards, training athletes, fitness and nutrition, background checks, and youth development. Timely topics such as “Healthy Solutions to Winning Without Performance Enhancing Drugs” and “Handling Youth Sports Injuries” were also addressed.

To celebrate the start of the football season, USA Football, the NFL and the NFLPA will team up for **Play Football Month**, an expansion of last year’s Play Football Week. The month-long campaign, from August 25-September 30, will provide youngsters with an opportunity to participate in special football events throughout the nation, including clinics, skills competitions, scrimmages, picnics and parades.

Play Football Month: Perfect for the **24 percent of U.S. school-aged children who participate in tackle, touch and flag football.**

