



NFL NETWORK HAS *BIG* PLANS FOR '05

In less than two years of existence, **NFL NETWORK** has gone from a fledgling football channel to the gold standard in gridiron programming. The 24-hour, 365-day television network dedicated to the NFL and the sport of football enters the 2005 season armed with new and expanded programming, fresh talent and an unmatched formula for serving the millions of NFL fans around the world.

Last season served as a coming-out party for NFL Network taking NFL fans to places they have never been before. NFL Network went deep inside Super Bowl XXXIX, providing fans with access to live press conferences, unparalleled media day coverage, exclusive interviews with players and celebrities as well as all of the happenings around Jacksonville. The network also provided the first-ever live television coverage of the NFL Scouting Combine, unprecedented access at league meetings and the NFL Draft, and the unveiling of the 2005 playing schedule via a special two-hour television show. There was also coverage of live NFL Europe League games, an all access look at Paul McCartney's Super Bowl Halftime Show and a three-part series about the Miami Dolphins cheerleaders, *Making the Squad*.

Quite simply, NFL Network was and will continue to be omnipresent in the world of professional football. 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 caught the NFL Network bug.

"I watch the NFL Network," said Jets running back **CURTIS MARTIN**. "You learn more about the life of football. It feels like a family environment."

After it spends this summer inside each teams' training camp providing daily reports from around the league, airing 55 preseason games in 25 days, covering the Pro Football Hall of Fame festivities in Canton, Ohio, and providing a rare look behind the scenes of eight individual NFL training camps on *Inside Training Camp*, NFL Network is geared up for the 2005 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:

- *NFL Total Access*, the Network's signature show, has added extended 90-minute editions on Wednesdays and Fridays to better serve NFL fans with news, interviews and analysis from around the league six nights a week. In addition, *NFL TA* will again feature a weekly segment with the NFL's Director of Officiating, **MIKE PEREIRA**. *Total Access* has also added former Vikings running back **ROBERT SMITH** as a features correspondent. **RICH EISEN** along with **TERRELL DAVIS**, **LINCOLN KENNEDY** and **ROD WOODSON** pontificate on all the pigskin Monday through Saturday at 7:00 PM ET/PT. With a specially-equipped camera at each of the 32 team headquarters, *NFL TA* is *the* football show of record for NFL fans.
- NFL Network's Xs and Os show, *Playbook*, is back for a third season with additional weekly air times and a new analyst. The 2005 season of *Playbook* will air five nights a week featuring new analysts **BRIAN BALDINGER** and **BUTCH DAVIS** along with mainstays **STERLING SHARPE**, **SOLOMON WILCOTS**, and host **PAUL BURMEISTER**. Fans interested in learning the intricacies of the game in an entertaining format can catch *Playbook* on Tuesdays, Thursdays and Saturdays at 8:00 PM ET/PT and Wednesdays and Friday at 8:30 PM ET/PT.
- A new weekly series comes to NFL Network during the 2005 season. *Six Days to Sunday* is a unique look inside the weekly preparations of an individual NFL player or coach as they prepare for the coming week's game that will air Thursdays at 8:30 PM ET/PT in high definition. From the practice field to the training room and film sessions, the 30-minute show provides viewers with a rare look into the daily lives of NFL stars during the season.
- In addition to the popular Monday press conference whip-around show *Coachspeak* (2:30-5:30 PM ET), NFL Network adds *Coachspeak Plus* for the 2005 season featuring a two hour live look-in on players and coaches mid-week press conferences each Wednesday from 3:00-5:00 PM ET.
- Numerous NFL Network shows also return for the 2005 season including *Game of the Week* (Wednesdays and Thursdays at 9:00 PM ET/PT; available in HD), *Point After* (Sundays at 12:00 midnight ET), *Sounds of the Game* (Tuesdays at 9:00 PM ET/PT) and *Red Zone* (Sundays from 1:00-8:00 PM ET) to further sate the appetite of all NFL fans.

NFL Network. Imagine The Possibilities.