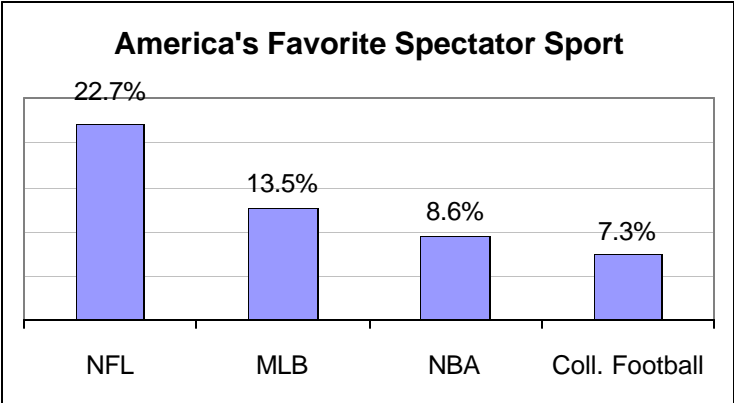


**SURVEY SAYS!**

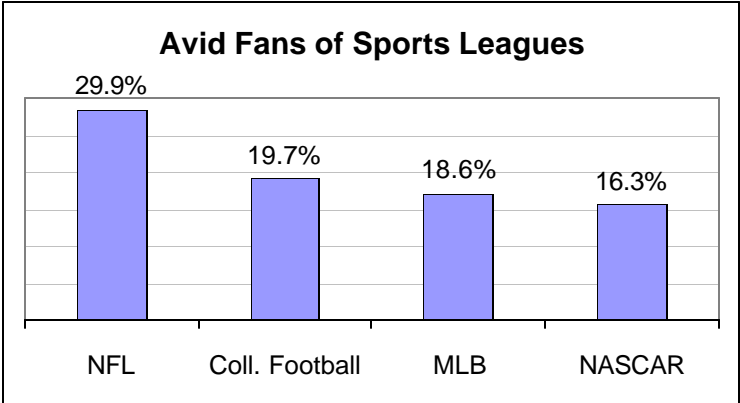
**THE NFL** has been acknowledged as America’s most popular sport for the past 40 years, rated No. 1 by fans in the Harris Poll since 1965. But NFL popularity can be measured in other ways. For instance:

- Nearly 60 percent more women age 18-to-49 watched Super Bowl XXXIX (19.3 million) than the 2005 Academy Awards (12.1 million). According to the September 2004 Harris Poll, 30 percent of women chose the NFL as their favorite sport – more than the next three sports combined (MLB 14%, NASCAR 8%, NBA 7%).
- Eleven NFL games during the 2004 season had as many or more viewers than prime time’s five most-watched May 2005 season/series finales.
- In the past year, among all fantasy sports players, 77 percent played fantasy football as compared to 38 percent for baseball, and 35 percent for basketball.
- The NFL is the most popular sport among teens aged 12-17, according to ESPN Sports Poll, with 78.3 percent of that age group responding that they are NFL fans.

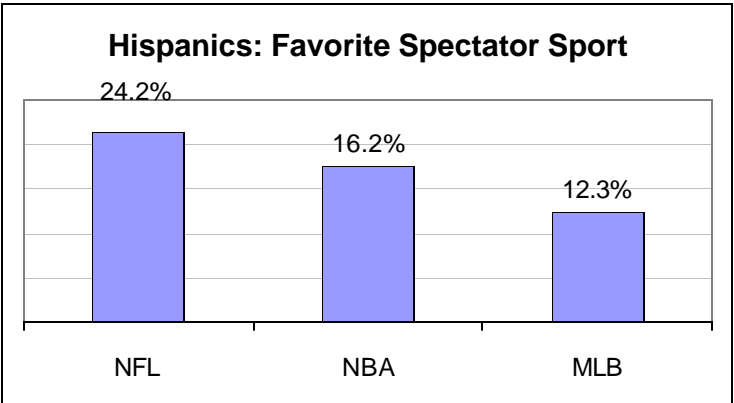
Following is a broader look at the NFL's popularity:



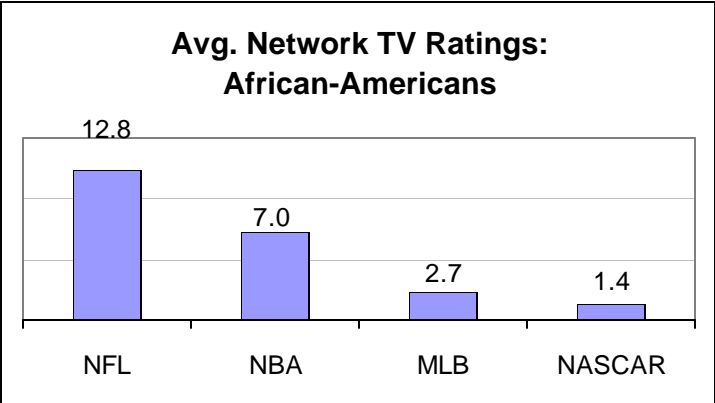
Source: 2004 ESPN Sports Poll



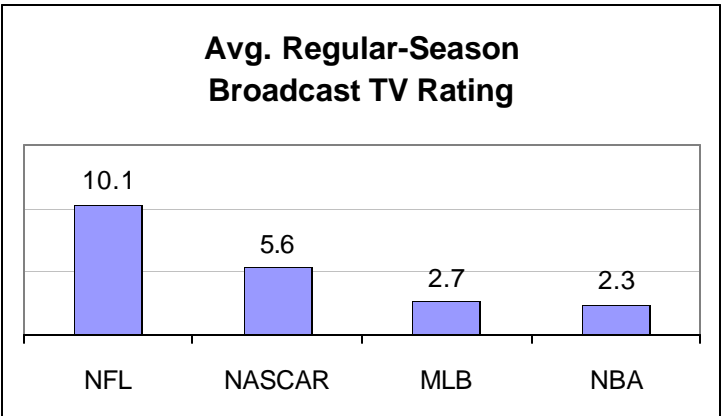
Source: 2004 ESPN Sports Poll



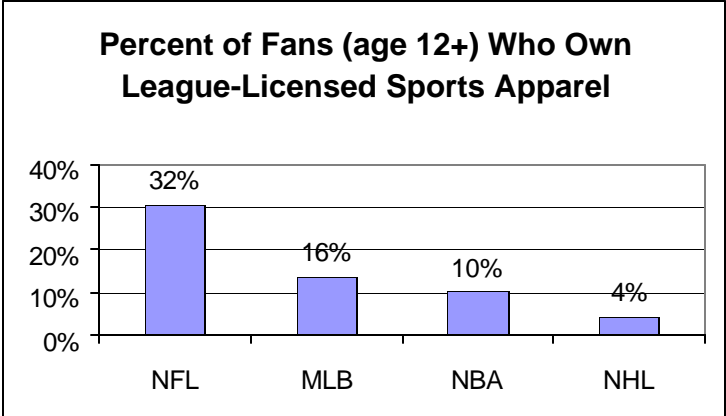
Source: 2004 ESPN Sports Poll



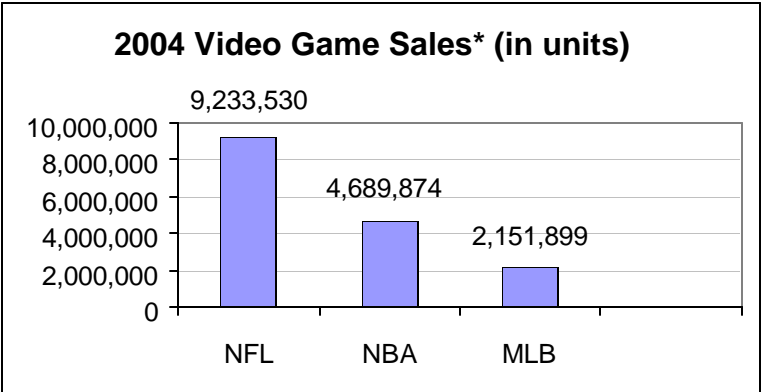
Source: NFL and Nielsen Media Research 2004-05



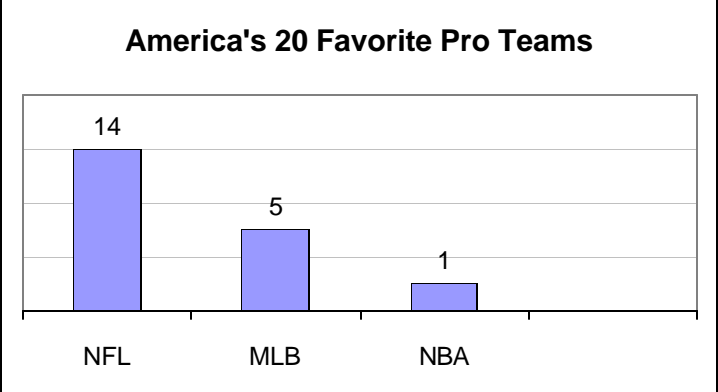
Source: NFL and Nielsen Media Research 2004-05



Source: 2005 ESPN Sports Poll



Source: TRST Data/ NPD Group  
\*Represents 2004 releases sold in 2004 calendar year



Source: 2004 ESPN Sports Poll