



NFL RADIO 2005: WESTWOOD ONE RENEWS, SIRIUS SATELLITE GETS BIGGER

DECEMBER 8, 1940 marked the first NFL Championship game to be carried on network radio, with coverage spanning the 120 stations of the Mutual Broadcasting System. Sixty-five years later, more NFL games than ever are available to the radio listener.

This past spring, the NFL agreed to a multi-year renewal with **WESTWOOD ONE/CBS RADIO SPORTS**, which has been the league's exclusive network radio partner since 1987. The Westwood One 2005 NFL broadcast schedule features 54 games, including the Pro Football Hall of Fame Game, the September 8 Kickoff Game, all Sunday night and Monday night games, holiday games, the playoffs, Super Bowl XL and the Pro Bowl. Westwood also delivers additional NFL programming each week over its network of more than 7,700 stations.

Also in 2005, the NFL begins its second season on **SIRIUS SATELLITE RADIO**, the premium satellite radio provider known for delivering the best in commercial-free music and the most exciting sports programming to listeners across the country in digital-quality sound.

The signature **SIRIUS NFL Sunday Drive** programming will provide live play-by-play of every NFL game – from the preseason all the way to Super Bowl XL and the Pro Bowl. So if you're a Philadelphia Eagles fan living in Idaho, you can listen to the call from Merrill Reese, the long-time voice of the team.

SIRIUS NFL Radio (channel 124), the 24-hour, 7-day a week channel devoted entirely to professional football, continues to produce the most in-depth radio coverage of the NFL.

SIRIUS' original daily programming features several former NFL stars and personalities including **CARL BANKS, GIL BRANDT, CRIS CARTER, DAN REEVES, JOHN RIGGINS, SHANNON SHARPE, RANDY CROSS, TIM RYAN** and **PAT KIRWAN**. On-air talent also includes **STEVE COHEN, CHRIS MOORE**, and **ADAM SCHEIN**. Every weekday at 7:00 PM ET, SIRIUS will run a simulcast of NFL Network's signature show, NFL Total Access.

The Sirius Radio weekly lineup:

SIRIUS NFL RADIO SCHEDULE

WEEKDAY PROGRAMMING	Time	Talent
"The Opening Drive"	8:00-10:00 AM ET	Chris Moore, Dan Reeves, Bob Papa
"Movin' the Chains"	10:00 AM-1:00 PM ET	Tim Ryan, Pat Kirwan, Shannon Sharpe,
"The Red Zone"	1:00-3:00 PM ET	Steve Cohen, Cris Carter, Gil Brandt, Carl Banks
"The Afternoon Blitz"	3:00-7:00 PM ET	Adam Schein, John Riggins
NFL Network's "NFL Total Access"	7:00-8:00 PM ET	
SATURDAY PROGRAMMING	Time	Talent
"The Weekend Kickoff"	8:00-11:00 AM ET	Paul Allen, Jeff Dubay
"Press Coverage"	11:00 AM-2:00 PM ET	Vic Carucci, Dan Leberfeld
"The End Zone"	3:00 PM-7:00 PM ET	Bryan McGovern, Pat Kirwan
"Chalk Talk"	7:00 PM-8:00 PM ET	The best of Sirius NFL Radio
SUNDAY PROGRAMMING	Time	Talent
"The Stadium Tailgate Show"	9:00 AM-12:00 PM ET	Adam Schein, John Madden, Archie Manning, Gil Brandt, Steve Cohen
"The Sunday Drive"	12:00 PM-8:00 PM ET	Steve Torre and Bryan McGovern
"NFL Rewind"	8:00 PM-12:00 AM ET	Jack Arute



10 YEARS LATER, NFL.COM BIGGER & BETTER THAN EVER

Continuing its long tradition of technological innovation, the NFL on April 10, 1995 became the first sports league with an Internet site, launching "NFL Sidelines" at the web address nflhome.com. The first live chat on the site took place two weeks later on Day 1 of the 1995 NFL Draft with NFL Commissioner Paul Tagliabue.

A fan wrote the following: "This is great. What else is the NFL going to do on the Internet?"

Over the years, the since re-named **NFL.COM** has added fan-friendly features including analysis from top former players including Troy Aikman, Cris Collinsworth, Boomer Esiason and Phil Simms, five fantasy football games, live game audiocasts, video highlights and live game statistics.

The **NFL INTERNET NETWORK** is tops among all sports leagues with an average of 13.3 million fans visiting each month during the 2004 season – the highest in-season average among all sports leagues and second among sports sites behind only ESPN.com, which features all sports.

SuperBowl.com set records for unique users on Super Bowl XXXIX Sunday (2.2 million) and votes for Super Bowl MVP (468,818). In addition, Pro Bowl records were set with more than 61 million votes for the 2004 AFC and NFC All-Stars and 124,378 votes for the interactive "Pick-A-Play" in which fans selected an offensive play for each team. How NFL.com has grown in 10 years:

