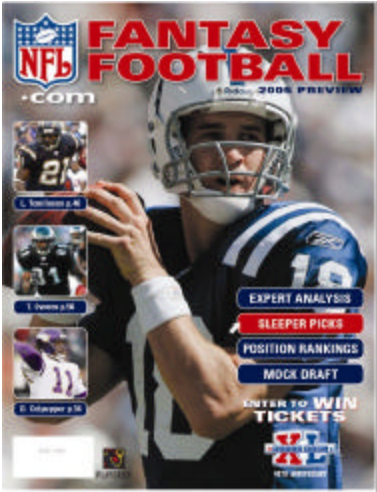


NFL.COM....THEN & NOW

Category	1995	2005
Website Name	NFL Sidelines	NFL.com
Web Address	Nflhome.com	NFL.com
Internet Users	20 million in U.S.	162 million in U.S.
Internet Connection	No Broadband	75% of NFL.com users have Broadband.
Visitors (Traffic)	50,000 on draft weekend	6.0 million on draft weekend; Avg. of 13.3 million unique/users per month in 2004 NFL season.
Audio Content	0	Live audiocasts of NFL games; audio coverage of press conferences and other events.
Video Content	0	NFL Network coverage of Draft; approximately 1,000 total pieces per year from NFL Films and NFL Network.
Fantasy Football Games	0	4
Analysts	1 (Gil Brandt)	14 (Troy Aikman, Gil Brandt, Vic Carucci, Dr. Cheeks, Cris Collinsworth, Gregg Easterbrook, Boomer Esiason, Pat Kirwan, Marv Levy, Adam Schefter, Shannon Sharpe, Phil Simms + an active coach & player each season).
Sponsors/Advertisers	4	25+
E-Commerce	0	More than 30,000 products available on NFLShop.com.



ALIAS’ JENNIFER GARNER IS A BIG NFL FANTASY FAN;
NFL.com LAUNCHES FIRST-EVER FANTASY PREVIEW MAGAZINE

Actress **JENNIFER GARNER** – star of the *Alias* TV show as super spy Sydney Bristow -- knows her football. And she puts that knowledge to good use in her NFL Hollywood fantasy league. Garner has won her fantasy league seven times in the past nine years.

“She works the waiver wire better than anyone I’ve met,” says actor **JOHN BELUSHI**.

“She just makes her move and boom, her guy explodes,” says actor **JERRY O’CONNELL**. “In 2003, it was **DOMANICK DAVIS**. In 2004, **REUBEN DROUGHNS**.”

Actor **DEAN CAIN** laments, “Voicemails, e-mails, blackberry...she wears you down. She offers you 20 trades a day and at the end, you just give up.”

Garner has beaten O’Connell in their last 11 head-to-head meetings.

“I admit the girl’s got talent,” says Belushi. “Who else in the country spotted Buffalo’s **MARK CAMPBELL** at tight end the week he went off for three touchdowns (November 21 against St. Louis last year)?”

“It’s not about the money or entry fees,” exults Garner. “It’s the bragging rights I’m after.”

Garner and other fantasy players can now get the latest inside scoop on fantasy football with the help of **NFL.com Fantasy Football 2005 Preview**, a new magazine that has all the essentials for fantasy players, plus exclusive analysis and statistics from NFL.com.

KEY CONTENTS OF NFL.COM FANTASY FOOTBALL 2005 PREVIEW:

- In-depth scouting reports
- Depth charts
- Draft cheat sheets
- Mock drafts
- Statistics
- Analysis from NFL.com experts
- Exclusive three-year scoring figures for all players
- Hidden gems, sleepers and rookies to look for
- Articles about NFL players and celebrities who take part in fantasy football leagues
- Fantasy advice from CBS Sports’ Boomer Esiason, who plays in a league with his son Gunnar

