



NEWS RELEASE

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ALL-AMERICAN CLASSIC COMES TO NFL NETWORK

***NFL NETWORK SECURES RIGHTS TO BOWL PLAYED AT SAM BOYD
STADIUM IN LAS VEGAS FEATURING 100 COLLEGE ALL-STAR***

2006 GAME PRODUCED 78 PLAYERS ON NFL TRAINING CAMP ROSTERS

GAME AIRS ON MONDAY JANUARY 15

NFL Network has acquired multi-year broadcast rights to one of college football's top all-star games, the All-American Classic, it was announced today. The sixth annual All-American Classic game will be played on Martin Luther King Jr. Day, Monday, January 15 at 4:00 PM ET at Sam Boyd Stadium in Las Vegas.

This marks the fourth bowl game NFL Network has acquired this year, including the Insight Bowl, Houston bowl game and Senior Bowl.

"The All-American Classic is integral to our continuing coverage of college football," said **Katie Boes**, NFL Network's senior director of programming. "NFL Network now serves college football fans from Kickoff to Combine with regular-season college football programming followed by four bowl games and exclusive coverage of the annual Scouting Combine in February."

The All-American Classic features more than 100 college all-stars competing in an East vs. West format. This summer's NFL training camp rosters are stocked with 78 players from the 2006 Classic.

"We are excited to become part of the NFL Network family," said All-American Classic President **Darry Alton**. "Having the game played on a national holiday sets us apart from any other all-star game. This deal is instrumental in our future growth."

With the addition of this bowl game, NFL Network is now the national home of 170 football games each year, including eight regular-season and 52 preseason NFL games, 75 re-airs of NFL regular-season games, 31 NFL Europe League contests, the Insight Bowl, the Houston bowl game, and the Senior Bowl.

NFL Network continues its rapid growth both in programming and distribution. Earlier this month NFL Network announced its first-ever Sunday night NFL postgame show,

NFL GameDay, and its slate of 52 preseason games, plus expanded distribution deals with Dish Network, AT&T and Verizon.

NFL Network now counts 41 million U.S. subscribers and expects to deliver nearly 2,000 hours of original programming this year – unprecedented numbers for a network just 32 months old.

Coming off its first-ever coverage of the NFL Draft in April, the exclusive rights to the NFL Scouting Combine in February, and the Senior Bowl in January, NFL Network is forging ahead into broader year-round coverage to better serve all football fans.

In April, NFL Network announced it will air the annual Senior Bowl all-star game from Mobile, Alabama featuring 100 of the country's best senior collegiate football players and top NFL draft prospects. An NFL team coaching staff oversees each squad.

In May, NFL Network announced the acquisition of the Insight Bowl, played in Tempe, Arizona on December 29, featuring teams from the Big 12 and Big 10.

Last month, NFL Network announced the acquisition of the Houston bowl game played December 28 at Reliant Stadium matching teams from the Big 12 and Big East in even years and teams from the Big 12 and Conference USA in odd years.

NFL Network earlier this year announced the addition of live NFL regular-season games during the 2006 season. **Bryant Gumbel** and **Cris Collinsworth** will call the "Run To the Playoffs" primetime Thursday/Saturday package which begins on Thanksgiving night, November 23 when the Kansas City Chiefs host the Denver Broncos.

NFL Network airs seven days a week, 24 hours a day on a year-round basis and is the first television network fully dedicated to the NFL and the sport of football. For more information, log onto www.nfl.com/nflnetwork/home.

NFL Network. Football 24/7.