



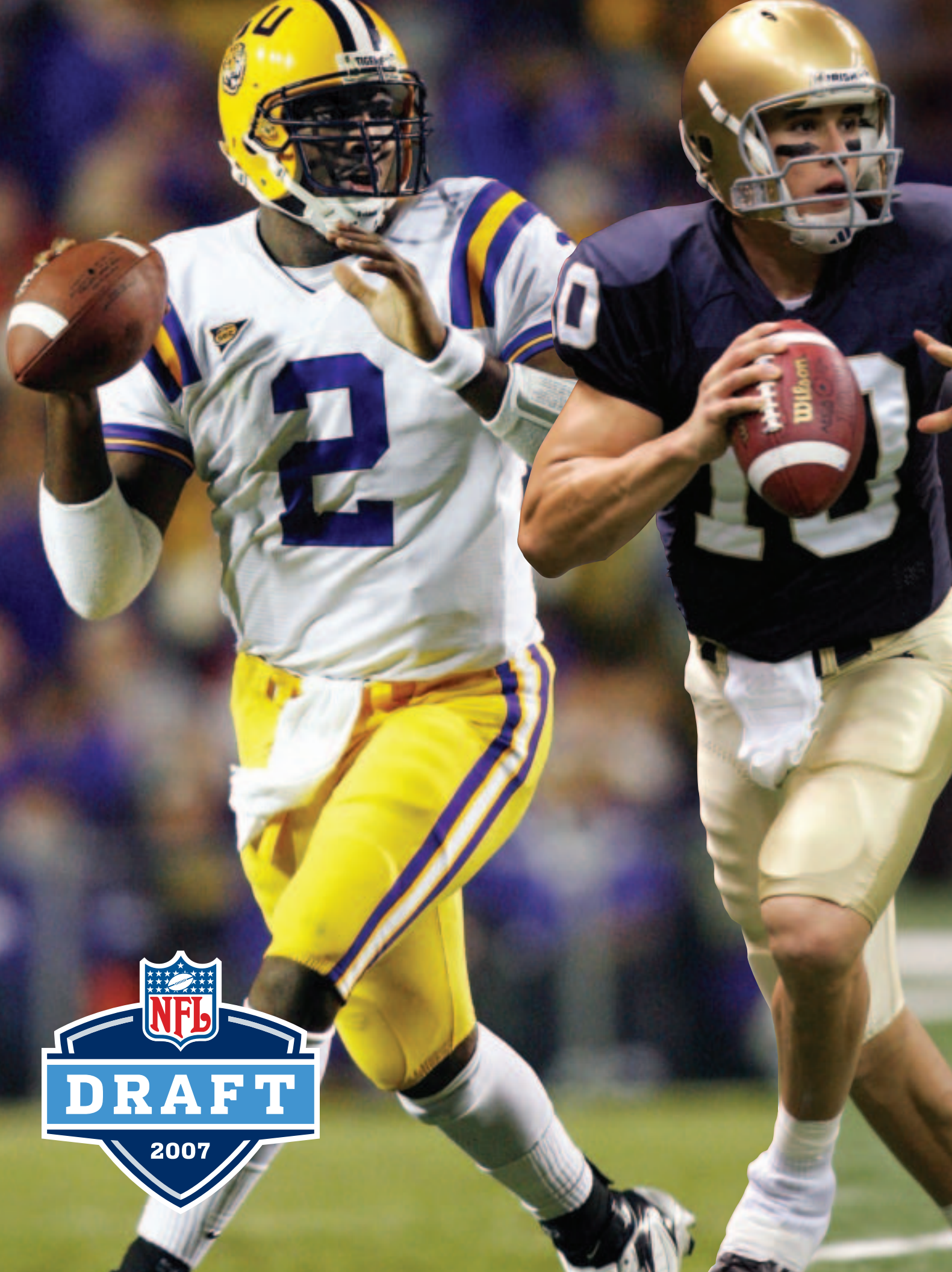
NFL REPORT



• HERE COMES THE DRAFT! • NFL GOES GLOBAL IN LONDON
• LEAGUE TOUGHENS STEROID TESTING • NFL PLAYERS SPEND SPRING IN BUSINESS SCHOOLS
• NFL BROADCAST BOOT CAMP COMING UP!



NATIONAL FOOTBALL LEAGUE





THE 2007 NFL DRAFT: ANY PICK CAN BE A GEM IN A DEEP POOL OF PLAYERS

Marques Colston...Mark Anderson...Owen Daniels...Barry Cofield...Leon Washington.

These 2006 NFL rookies -- all "low-round" draft choices -- will once again remind people that the NFL Draft this year -- on April 28-29 at New York City's Radio City Music Hall -- is comprised of a lot more than the first round. After all the flashbulbs stop popping for the first-rounders, all the hard work by NFL scouts pays off as the "gems" are uncovered in Rounds 2-7.

Perhaps no one proves that more than the New Orleans Saints' Colston, a seventh-rounder last year from Division I-AA Hofstra. In fact, Colston was chosen three spots from the final pick. He ended up leading all NFL rookies in receiving yards (1,038) and touchdown catches (eight).

"In the NFL, you're in the business of finding players wherever you can," says Saints general manager Mickey Loomis, who drafted Colston.

And those "wherever" players can take you a long way. Just look at both starting defensive backfields in Super Bowl XLI. Not one of the eight players was a first-rounder. In total, the Colts and Bears had three second-rounders, two fourth-rounders, two sixth-rounders and a free agent starting as the DBs in the NFL title game.

"I look at the entire draft process as an opportunity, not just one pick," says New York Jets general manager Mike Tannenbaum, who drafted Washington in the fourth round. "The entire

draft is an opportunity for us to improve the makeup of the team."

Of course, the attention-grabbers of the draft -- "which is a phenomenon for some that even rivals the Super Bowl itself in importance," says *The New York Times* -- are the first-rounders. The debate on who will go No. 1, who will comprise the top five picks and how the entire round will develop will be waged right up to the time NFL Commissioner Roger Goodell steps to the podium and announces, "With the first selection in the 2007 NFL Draft..."

The "big names" on every mock-drafters list this year: quarterbacks Brady Quinn (Notre Dame, near left) and JaMarcus Russell (LSU, far left); tackle Joe Thomas (Wisconsin); running back Adrian Peterson (Oklahoma); wide receiver Calvin Johnson (Georgia Tech); and defensive linemen Gaines Adams (Clemson), Jamaal Anderson (Arkansas) and Alan Branch (Michigan).

Those players may well be the stars of the future. But, as every scout will tell you, "You just never know." A week after Super Bowl XLI, the 2007 Pro Bowl was played, featuring the top players in the NFL. Sure, there were many first-rounders wearing the festive All-Star uniforms. But so were Donald Driver (seventh round), Matt Birk and Adalius Thomas (sixth-rounders), Zach Thomas (fifth round) and Steve Smith (third round).

"The draft is a crazy process," says Jets tackle D'Brickashaw Ferguson. "You never know what's going to happen."

FIVE 2006 LOW-ROUND DRAFT CHOICES WHO MADE THEIR MARK

PLAYER	TEAM	ROUND	2006 SEASON
WR Marques Colston	New Orleans	7	Led NFL rookies in receiving yards (1,038) and TD catches (8)
LB Mark Anderson	Chicago	5	Set club rookie record for sacks (12.0)
DT Barry Cofield	NY Giants	4	Started all 16 games at NT, stuffing the run
TE Owen Daniels	Houston	4	Tied for Texans TD catch lead (5)
RB Leon Washington	NY Jets	4	Led Jets in rushing (650 yards)

Cover photos (l to r): Calvin Johnson, JaMarcus Russell, Adrian Peterson, Brady Quinn.



NFL NETWORK SHOWS FANS “THE PATH TO THE DRAFT”

Football season over? Think again. NFL Network is the place where football season never ends. From exclusive coverage of the Senior Bowl to the Scouting Combine and NFL Draft, there is no better place on television for all the news and information relating to how each of the 32 teams are preparing for the 2007 season.

“If NFL Network’s draft coverage was a prospect, I’d rank it the top overall selection on my big board,” says NFL Network draft guru Mike Mayock (above left). “We’re the only network on the field at all major scouting events, giving us an intimate knowl-



edge of every NFL prospect entering this year’s draft.”

Mayock and analyst Charles Davis are guiding fans along the “Path to the Draft” on weeknights from March 1-May 2 at 6:30 PM ET. The new series provides viewers with in-depth analysis of pro-

spective draft choices and breakdowns of each team’s needs.

NFL Network will provide wall-to-wall live coverage of the NFL Draft on April 28-29, featuring two live sets, including one on the floor at draft headquarters at New York City’s Radio City Music Hall.

An array of NFL experts including former NFL head coach Steve Mariucci, along with Mayock, Davis, host Rich Eisen and reporter Adam Schefter will be on location in New York. At NFL Network’s Los Angeles studio, Paul Burmeister (above right) and Jamie Dukes will provide additional commentary and news from around the league.

NFL.COM 2007 DRAFT COVERAGE BIGGER THAN EVER

If it’s NFL Draft information you are looking for, NFL.com is the place to find it. NFL.com will host gavel-to-gavel 2007 NFL Draft coverage featuring interactive and real-time expert analysis, video features from NFL Network, and unique “Draft Diaries” from the top prospects.

NFL.com began covering the NFL

Draft in 1995, when the website was in its infancy. Each year since, NFL.com has stepped up its coverage – with the fans following. Over the three-day weekend (Friday-Sunday) last year, the website logged a record 7.5 million visits – a 25 percent jump over 2005.

Former Dallas Cowboys personnel chief Gil Brandt has been with NFL.com

since its inception. “When we started our NFL Draft coverage we had three or four days of exposure,” says Brandt, who was the website’s sole analyst in 1995. “Now our coverage starts at the Scouting Combine and spans more than two months. The fans keep asking for more, and we give it to them.”

MORE FANS WATCH NFL DRAFT EACH YEAR

Year	Total Viewers Reached*
2006	36.3 million
2005	34.4 million
2004	31.4 million
2003	29.0 million
2002	25.5 million

*Total Viewers Reached on ESPN & ESPN2 Telecasts
Source: NFL & Nielsen Media Research



NFL DRAFT: MOST-ANTICIPATED SPRING WEEKEND SPORTING EVENT

Event	Sports Fans Interested
NFL Draft	47.8 percent
Indy 500	43.2 percent
Kentucky Derby	40.1 percent
Preakness Stakes	29.5 percent

Source: ESPN Sports Poll



NFL GOES GLOBAL IN '07: GIANTS & DOLPHINS PLAY OCTOBER REGULAR-SEASON GAME IN LONDON

Call it the (international) National Football League!

That description will certainly be apt this year as the NFL will be setting international precedent by playing its first-ever regular-season game overseas.

London, England has been announced as the site of the first NFL regular-season game outside of North America. The Miami Dolphins will face the New York Giants on October 28 – in Week 8 of the season -- at one of the world's most famous venues – Wembley Stadium.

NFL owners voted last October to play up to two regular-season games outside the United States every year for the next five years, with the series kicking off with a single game this year.

"The international popularity of the NFL grows every year," says NFL Commissioner Roger Goodell. "We see that as more and more people around the globe watch Super Bowl every year. That is a fascination we will build upon. London and its international stature only add to the impact of this game."

The Giants-Dolphins matchup – featur-

ing teams with a total of four Super Bowl wins -- will be shown live in the United States on FOX-TV at 1:00 PM ET (5:00 PM local time). Both teams will have a bye scheduled for the following week.

The Mayor of London, Ken Livingstone, said the city is thrilled to be hosting the game. "We are very pleased about having teams of the caliber of the Dolphins and Giants coming to London," said Livingstone. "We are expecting nearly 10,000 American fans to travel to London to watch the game as well as people from Europe."

NEW-LOOK NFL EUROPA KICKS OFF ITS 15TH SEASON

New name...new logo...hot rivalry. The renamed NFL Europa League, with a bright new logo, will kick off its 15th season on April 14 with a rematch of last season's World Bowl XIV when the defending-champion Frankfurt Galaxy host the arch-rival Amsterdam Admirals.

"I am very happy that we can present a new era of professional football in Germany and Europe with our new name and logo," says NFL Europa Managing Director Uwe Bergheim, who joined the league last fall.

Two NFL Europa teams will feature new head coaches this year. Rick Lantz, a World Bowl and Coach



of the Year winner during a three-year tenure with Berlin (2004-06), assumes control of the Rhein Fire, while John Allen, who served as Amsterdam's offensive coordinator from 2004-06, has been named head coach of Berlin.

NFL Europa will conclude its season in Frankfurt with its championship game, Yello Strom World Bowl XV on Saturday, June 23.

"Frankfurt has been a terrific partner for the NFL for 15 years now and it is great to have the World Bowl back in this wonderful and world-renowned city," says Mark Waller, senior vice president of NFL International.

FOUR NFL PLAYERS MEET AND GREET U.S. TROOPS IN PERSIAN GULF ON 2007 NFL-USO GOODWILL TOUR

For many NFL players, the offseason often means packing for destinations of rest and relaxation.

For tight ends Alge Crumpler of the Atlanta Falcons and Benjamin Watson of the New England Patriots, Tampa Bay Buccaneers linebacker Shelton Quarles and Kansas City Chiefs guard Will Shields, offseason preparation this spring entailed a passport and security clearance from the United States Department of Defense. As part of the 41st annual NFL-USO tour, the players helped continue the long-standing partnership between the two organizations by spending two weeks in March visiting troops in Iraq and Afghanistan.

The NFL began traveling overseas as a show of support for the men and women in uniform in 1966 after NFL Commissioner Pete Rozelle conceived of the idea of sending NFL players to Vietnam, on "goodwill tours." The league thus became the first sports organization to send a group of players to Vietnam as future Pro Football Hall of Famers Willie Davis, Frank Gifford, Sam Huff and Johnny Unitas ventured to the Far East as a tangible "thank you" to the troops. Since that year, the NFL has sent contingents of current and former players and cheerleaders to Afghanistan, Bosnia, Germany, Guam, Iraq, Italy, Japan, Kuwait, Somalia, South Korea and Thailand.

"The USO is proud of its partnership with the NFL and looks forward to a continuing relationship of providing morale-boosting support to our men and women in uniform," says Edward A. Powell, USO president and CEO.

Crumpler, Quarles, Shields and Watson provided such a morale boost when they visited numerous military bases, many in far outposts, to pose for pictures, sign autographs and dine with thousands of U.S. troops.

"We were brought in with open arms," said Shields of the greetings by the soldiers at each camp stop. "We owe a debt of gratitude to these individuals for not only protecting our country but also a foreign land."



Quarles, Shields, Crumpler, Watson



Shields, Watson, Quarles, Crumpler



Watson and Quarles

NFL & NFLPA IMPROVE LEAGUE'S STEROID PROGRAM

The National Football League and NFL Players Association recently reached agreement on a series of improvements to their policy and program on anabolic steroids and related substances.

The modifications include a 40 percent increase in the number of players randomly tested each week during the preseason, regular season and post-season from seven to 10 per team. Last year, the number of random offseason tests was increased from a maximum of two per player to six per player. These changes bring the total number of steroid tests conducted annually by the NFL to 12,000.

Other changes in the program are the following:

- The additional use of carbon isotope ratio testing on a random basis to detect low doses of testosterone. All specimens now will be subject to random selection for CIR testing. Previously, CIR testing was only used to confirm positive tests for testosterone.
- The addition of erythropoietin (EPO) to the banned substance list. Testing for EPO will begin with the 2007 annual test that is administered in the spring or summer.
- A minimum \$500,000 NFL grant to the UCLA Olympic testing laboratory and other researchers for the development of new testing methods for HGH. In addition, a working group will be established to study the issues related to deterring the use of

human growth hormone (HGH).

- Enhancement of the unpredictability of the year-round testing schedule to address the perception of gaps in the testing periods.
- A new feature of the Collective Bargaining Agreement that provides for automatic forfeiture of a prorated portion of a player's signing bonus if he is suspended for violating the steroid or substance abuse policy.

Further review of the policy by the NFL and NFLPA will continue and more changes may be made prior to the start of the 2007 season.

In addition to these steps, the NFL Youth Football Fund, jointly endowed by the NFL and NFLPA, also recently approved a \$1.2 million steroids education grant to the Center for Health Promotion Research at the Oregon Health and Science University (OHSU) in Portland, Oregon.

The grant will be used to launch OHSU's nationally recognized ATLAS and ATHENA steroids and substance abuse prevention programs to 20,000 high school athletes and 800 coaches in 40 high schools during the 2007-2008 school year.

"It is important that the NFL and its players continue to be leaders on the issue of illegal and dangerous performance enhancing drugs in sports," says NFL Commissioner Roger Goodell. "These latest improvements will help ensure that we continue to have a strong and effective program. As we have done in the past, we will review and modify the policy on an ongoing basis."



**VIRGINIA REP. TOM DAVIS
PRAISES NEW PROGRAM**

Rep. Tom Davis, R-Va., ranking member of the Oversight and Government Committee who has led three hearings on steroid use among pro athletes, praised the upgrades to the NFL's steroids testing program:

"These changes show what sports leagues and their players' associations can accomplish when they set their minds to eradicating steroids from their sports. I especially want to commend the NFL, which -- out of all the sports leagues -- has been the most consistent in its approach to testing and taking other steps to end steroid use among its athletes.

"I urge the leagues to involve their athletes -- who are heroes to many young Americans -- in their substance-abuse prevention programs. It is important that they see athletes who have succeeded in reaching sports' highest rungs explaining that there are no shortcuts to success."





NFL PLAYERS ATTEND FOUR TOP BUSINESS SCHOOLS

Many players are interested in moving into the business world following their NFL careers, but have questions about how to make the jump. What is a good investment? Is this entrepreneurial opportunity the right one? Does this business plan make sense?

Those questions are among the many being answered this spring in the NFL Business Management and Entrepreneurial Program.

Current and former NFL All-Stars Drew Brees, Brian Griese, Matt Light, Keenan McCardell (above at the Wharton School), Shawn Springs, Todd Steussie and Brian Westbrook are among the 116 players enrolled in the programs at the Harvard Business School, Kellogg School of Management (Northwestern University), Stanford Graduate School of Business (above) and Wharton School of the University of Pennsylvania.

The program is part of an ongoing NFL-NFL Players Associa-

tion initiative to assist players in preparing for their post-playing careers. More than 180 players partici-



pated in the program's first two years.

"You have to have a life after football, and you need something you can fall back on," says Westbrook, who earned his degree at Villanova in management information systems. "A lot

of times football opens doors, but you want to be a person who brings something substantial to that business."

Westbrook owns a residential real estate business.

The Saints' Brees is a strong proponent of the program. "It is great that the NFL puts together courses like this for its players," he says. "I see myself starting a business or multiple businesses when I'm done playing, so this program will give me a foundation to build upon."

Brees, who completed the Wharton course in 2005, will attend the Kellogg program in April.

NFL owners Wayne Huizenga of the Miami Dolphins, who has earned numerous "Entrepreneur of the Year" awards, and Jerry Richardson of the Carolina Panthers, who became the first former NFL player to own an NFL team since George Halas, will speak at Kellogg and Harvard, respectively.

-- McCardell photo: Tommy Leonardi

NFL CHARITIES SUPPORTS PLAYER FOUNDATIONS WITH MORE THAN \$1 MILLION IN GRANTS

NFL Charities, the charitable arm of the National Football League, recently awarded more than \$1 million in grants to support the charitable and community service activities and foundations of both former and current NFL players.

The funds are used to maintain and enhance the scope of their foundations that work to better the lives of people in communities nationwide.

The grants were distributed to 64 player foundations including those of Indianapolis Colts quarterback Peyton Manning, Chicago Bears quarterback Brian Griese, and Detroit Lions guard Edwin Mulitalo.

Super Bowl XLI MVP Manning founded The PeyBack Foundation to help ensure the future success of disadvantaged youth by assisting programs that provide leadership and growth opportunities for children at risk. The foundation focuses its efforts in Indiana, Ten-

nessee, and Louisiana. With the help of Manning, partner organizations and NFL Charities, PeyBack has donated more than \$1.3 million to local community organizations.

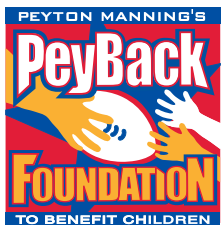
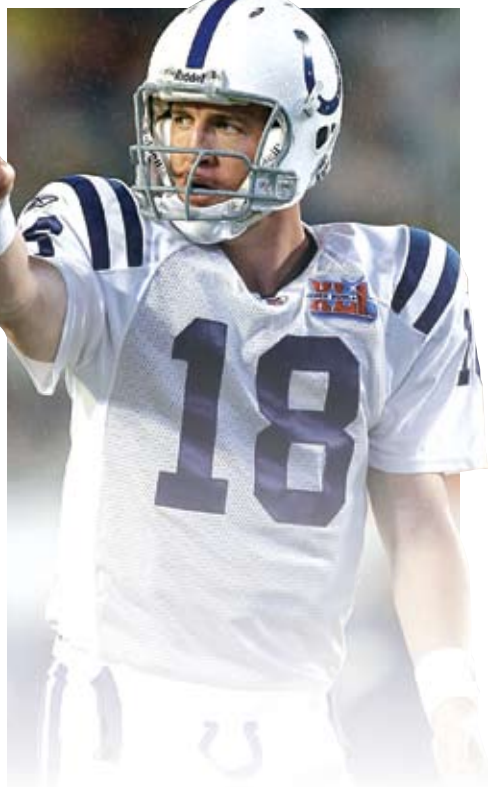
Griese's "Judi's House" has grown considerably in the past several years. At Judi's House, young people have the opportunity to participate in peer support groups with children their own age who are experiencing grief as a result of various life hardships and loss.

Established in 2003, Mulitalo's "Big Ed's Band" foundation has helped rescue public school music programs targeted for elimination due to budget cuts. Raised in a musical family, Mulitalo understands the important role music plays in the

social and academic development of young people. With the help of NFL Charities, Big Ed's Band will continue to support music programs by providing and repairing instruments for schools.

"Our players invest a great deal of their off-the-field time in giving back to people in need," says NFL Commissioner Roger Goodell. "Hundreds of players go beyond team-organized efforts and form foundations that focus on causes that are close to their hearts."

The year's grants ranged from \$1,000 to \$25,000 and often were matches to player donations.



INDIANAPOLIS' IRSAY HELPS SURVIVORS OF CENTRAL FLORIDA TORNADOES



Two days before the Indianapolis Colts and Chicago Bears clashed in Super Bowl XLI in South Florida, several tornadoes struck Central Florida, killing 20 people and causing damage and destruction to thousands of homes.

The day after the Super Bowl, as his team celebrated the first NFL championship for the city of Indianapolis, Colts owner Jim Irsay pledged \$100,000 to help the survivors whose lives were ravaged by the tornadoes.

"Our celebration was in stark contrast to the devastation experienced by Central Florida just two days earlier," said Irsay. "We must help the people of Central Florida rebuild."

The donation to the Florida Disaster Recovery Fund was announced by Florida Governor Charlie Crist.

"Jim Irsay's quick response along with the financial gifts of countless others will allow the important relief efforts of the Florida Disaster Recovery Fund to continue for the weeks and months to come," said Governor Crist.

Irsay (shown hoisting the Super Bowl XLI trophy) also taped a public-service announcement that encourages people to donate to the fund to help with long-term recovery.





The Cummer
MUSEUM of ART & GARDENS

Photo: Matthew Altenbach

WEAVERS CONTRIBUTE \$1 MILLION TO ART EDUCATION

Art will continue to inspire Jacksonville youth, thanks to the Weavers.

Wayne Weaver and Dolores Barr Weaver, owners of the Jacksonville Jaguars, recently donated \$1 million to the Cummer Museum of Art & Gardens in Jacksonville to establish the Weaver Academy of Art at the Cummer.

The donation will endow a fund for an art program for socially and economically disadvantaged children.

Since opening its doors in 1961, the

museum's permanent collection has grown to more than 6,000 works of art encompassing 8,000 years of art history.

"We are proud to acknowledge through our gift the Cummer Museum of Art & Gardens as a wonderful Jacksonville resource," said Barr Weaver. "This endowment will ensure that underserved children and public schools in our community will benefit from the Weaver Academy of Art at the Cummer."

The Weaver Academy will include

continuing art education for teachers, annual tours of the museum, visits to selected schools by Cummer staff to help introduce students to art and the museum, and vouchers for free visits to the museum for participating children and their families.

This multi-faceted program targets children in local elementary schools who are not currently served by Art Connections, the Cummer's education center, or the region's art tours program.

JONES TO BECOME PACKERS NEW PRESIDENT/CEO

The last remaining publicly owned professional sports team in the United States is about to get a new CEO.

On May 30, John Jones will succeed Bob Harlan as the Green Bay Packers' chief executive officer – the first change in leadership of one of America's most famous and revered teams in 18 years.

On that day, the Packers' board of directors will elect Harlan as the team's chairman emeritus, as he has reached age 70, the board's mandatory retirement age. Jones will become Green

Bay's president and CEO.

Harlan retires after 36 years with the team, the past 18 as its CEO. Jones has been with the Packers since February of 1999 after a 10-year career with the NFL Management Council in New York. He served as Green Bay's senior vice president of administration, its executive vice president/COO, and became president/COO in May 2006.

Jones currently serves on a number of NFL committees (CEC Executive Working Group, Qualifiers, Stadium, and Super Bowl Advisory).

"I'm thankful to Bob Harlan, the executive committee and the board of directors for this opportunity," said Jones (middle, below, with Harlan on left and former Packers President Hon. Robert J. Parins).

"I'm very confident the stability, continuity and direction of the team will carry us into a successful future," he said. "All of us here will continue to work to provide the football team with all the resources it needs to field a championship club."





COWBOYS' JONES INDUCTED INTO TEXAS SPORTS HALL OF FAME

He played for Arkansas, but now he is a member of the Texas Sports Hall of Fame.

Dallas Cowboys owner Jerry Jones – the only man in history to play for a collegiate national championship football team and own a Super Bowl winner – was recently inducted into the Texas hall for his contributions to football and to the community.

Jones – who has brought three Super Bowl titles to Texas – was inducted along with former NFL players Warren Moon, Don Perkins, Billy Sims and Roosevelt Leaks, among others.

In his acceptance speech, Jones recounted how as a guard and co-captain of the Arkansas Razorbacks, he learned a lesson in sportsmanship from legendary Texas Longhorns football coach Darrell Royal.

Arkansas escaped with a late victory against its big rival, yet Royal came to the Razorbacks' locker room to congratulate the team. "Those are the things that, as a young person, stay with you," said Jones.

Jones and Perkins become the 11th and 12th Cowboys in the prestigious Texas group. Other Cowboys in the Hall include Tom Landry, Troy Aikman, Emmitt Smith, Bob Hayes, Rayfield Wright, Bob Lilly and Tex Schramm.

"I'm just riding the wave of coach Landry, Tex Schramm and all the interest there has been in the Cowboys," said Jones. "When you look at it from that way, you get a different perspective being honored with all these great people."



GLAZERS AID TAMPA SCHOOLS WITH VISION SCREENING

The Glazer family has a clear vision of what they seek to accomplish with the team they own – a winning Tampa Bay Buccaneers.

Off the field, the family is dedicated to another vision: improving the vision of schoolchildren in the Tampa area.

In doing so, the Glazer Family Foundation recently donated more than \$40,000 for state-of-the-art vision-screening equipment at local schools in the region. That was only the latest example of the family's commitment to the cause.

In 2006, Glazer family funds purchased three types of equipment (some shown on right) that assist in the vision screening of students in Tampa's Hillsborough and Pinellas Counties schools.

This year machines will be bought



for schools in Pasco and Manatee Counties. In the future, Glazer Foundation Funds will be donated to two different counties annually in the region until all schools have vision screening equipment.

The machines detect vision disorders in children from preschool through high school. Last year there were 2,700 preschool children in Hillsborough County who had their vision screening paid for by the Glazer Family Foundation.

The testing allows for the detection of problems early in development so children can receive treatment, will not be deterred by vision impairments, and can achieve their full potential.

"This project is very close to the heart of the Glazer family," says Buccaneers COO Eric Land. "We're thrilled to be part of helping children find a way to receive corrective lenses and go on to become better students."

Glazer family, above: Father Malcolm (second from left), sons Bryan, Edward and Joel (from left).



CHARGERS' SPANOS APPOINTED DEPUTY SHERIFF

He's done so much for them, they even waived the first year's dues!

The Honorary Deputy Sheriffs' Association of San Diego (HDSA) recently appointed San Diego Chargers President/CEO Dean Spanos as an honorary deputy sheriff.

Sheriff Bill Kolender (inset, right) presented Spanos with his sheriff's credentials at a surprise ceremony and said

that due to all Spanos has done for the community, he was waiving his new appointee's first-year's dues. Spanos (above, talking to New York Jets owner Woody Johnson) thus joined the organization of business and community leaders as a commander, the highest rank in the HDSA.

The HDSA is a non-profit/non-political organization that has provided

more than \$3 million of vital equipment and life-saving supplies to make law enforcement officers' jobs safer and their ability to protect citizens stronger.

Its single mission is to support San Diego law enforcement, making it one of the premier such organizations in the United States.

NFL'S ANDERSON, HEAD OF FOOTBALL OPERATIONS, ELEVATED TO EXECUTIVE VICE PRESIDENT LEVEL



Ray Anderson is flanked by head coaches Tony Dungy of Indianapolis (I.) and Herman Edwards of Kansas City.

Ray Anderson, the NFL's senior football executive, has been elevated to executive vice president of football operations, NFL Commissioner Roger Goodell recently announced.

The appointment marks the first time that the department will be headed by a senior-level executive.

"This step confirms that there is no higher priority in our office than the game," Commissioner Goodell said. "Ray Anderson is a talented executive. He will continue to strongly lead this area, working closely with the Competition Committee and our clubs to ensure that the game on the field is operating at the highest possible level."

Anderson joined the NFL office last August as senior vice president of football

operations after four seasons as the executive vice president and chief administrative officer of the Atlanta Falcons.

He supervises all NFL football operations, including officiating and the NFL Europa League.

A graduate of Stanford University and Harvard Law School, Anderson's wide-ranging career includes labor law litigation and representation of NFL coaches and players in contract negotiations.

Anderson grew up in Los Angeles where he was an all-league high school quarterback and shortstop. As a scholarship athlete at Stanford, he earned three letters as a football player and also played baseball. He earned his degree in political science in 1976 and graduated from Harvard Law School in 1979.



BREES & TOMLINSON SHARE WALTER PAYTON AWARD

Two former teammates -- quarterback Drew Brees of the New Orleans Saints and running back LaDainian Tomlinson of the San Diego Chargers -- have been named only the second co-winners of the coveted Walter Payton NFL Man of the Year Award.

Two days before Super Bowl XLI in South Florida, Connie Payton, Walter Payton's wife, presented the former Chargers teammates with the awards (above left). Payton recounted how Brees and Tomlinson shared the qualities of determination and compassion of her late husband (above right)

both on and off the field. She also listed numerous accomplishments both men have made in the New Orleans and San Diego communities through team-led efforts and their individual foundations.

Brees (below left) led the NFL in passing yards in 2006 (4,418) and Tomlinson (below right) set the league's single-season touchdown record with 31. They used that same drive in the community on programs to benefit the less fortunate.

"This is a tremendous honor for me to win this award and share it with a good friend and tremendous competi-

tor in LT," said Brees.

Tomlinson idolized Payton as a youngster. "I am honored to receive this award because it is named after a man who had a tremendous impact on me growing up," he said.

The Walter Payton NFL Man of the Year Award, named after the Chicago Bears Pro Football Hall of Fame running back who died in 1999, is the only NFL award that recognizes a player's off-the-field community service as well as his playing excellence.

Derrick Brooks and Jim Flanigan were the first co-winners in 2000.



BRONCOS SET MEMORIAL FUND FOR WILLIAMS; ADD TEEN CENTER FOR THEIR BOYS & GIRLS CLUB

Honoring of a late teammate. Help for Denver teenagers.

Those are two of the main themes of the Denver Broncos' offseason.

On January 1 of this year, 24-year-old Broncos cornerback Darrent Williams (right) was killed in a drive-by shooting in Denver. After its initial shock and sadness, the team vowed to perpetuate Williams' memory by establishing a fund in his name.

Thus was born the Darrent Williams Memorial Grant. Each January, \$50,000 will be presented by Broncos Charities to a youth service agency in the Colorado area that provides positive alternatives to young people.

The inaugural grant was to the Open Door Youth Gang Alternatives, a gang-prevention program that the Broncos have worked with over the past decade. "It is through this association that we have come to believe in the commitment of Open Door," says Broncos owner Pat Bowlen. "It is a wonderful first step in formally memorializing Darrent Williams."

Helping young people has been a core initiative of the Broncos for years.

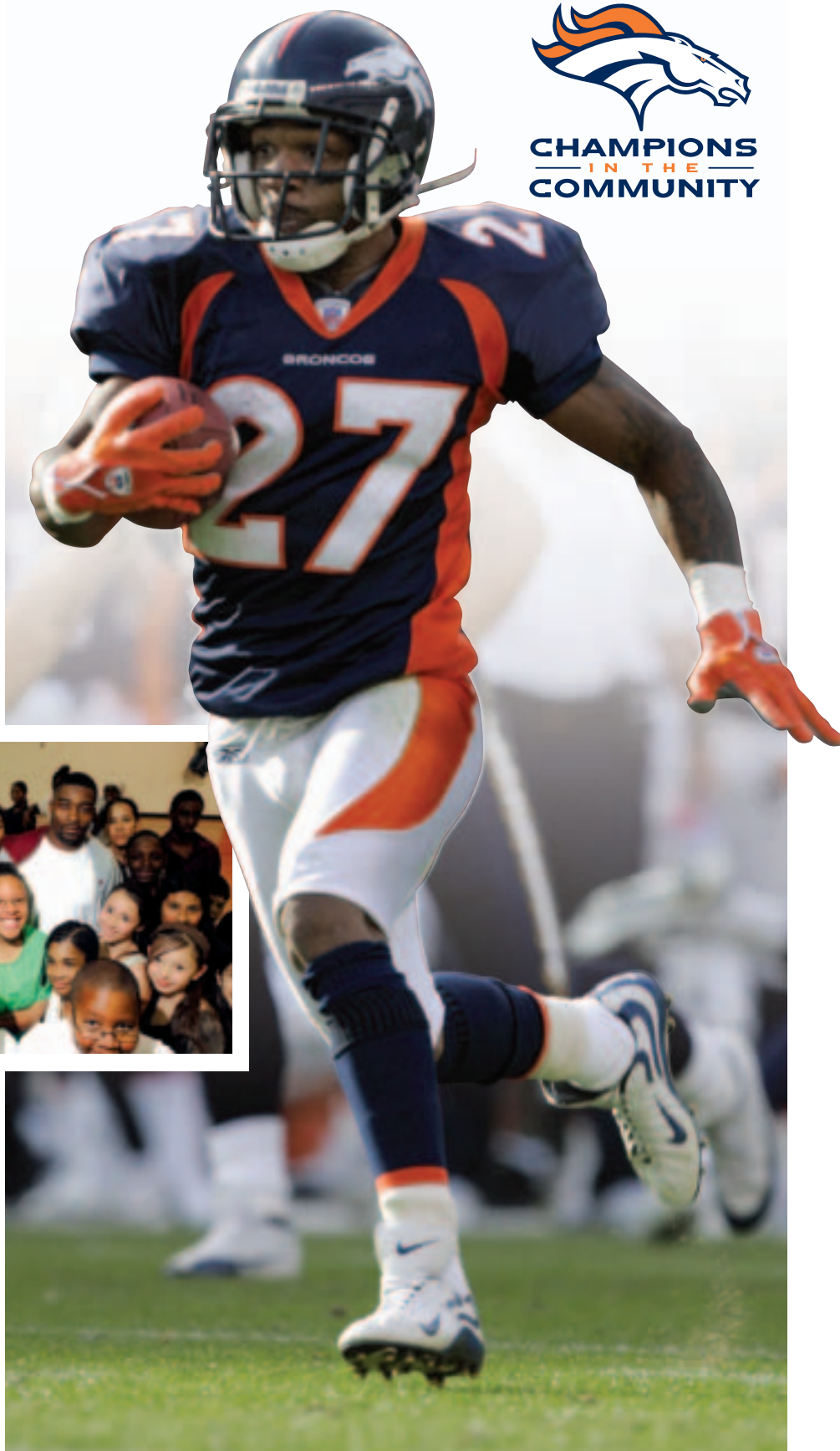
Witness the minimum five-year \$1.2 million investment the team made in the establishment of the Broncos Boys and Girls Club in Northeast Denver in 2003. Today, the club serves more than 1,500 children ages 6-18 in the areas of

academic support, leadership development, sports and recreation, youth mentoring, health and safety, and arts and culture (pictured above is Broncos wide receiver Rod Smith with Boys and Girls Club youngsters).

This offseason, the team will collaborate with the City and County of Denver and the Boys and Girls Clubs of Metro Denver to implement a \$300,000 renovation project at the Broncos Boys and Girls Club to open a new teen center. It will increase immensely the daily capacity of the club to service its children's needs.



CHAMPIONS
IN THE
COMMUNITY



ALEX SMITH DONATES \$500,000 TO UTAH ALMA MATER



Alex Smith came back and gave back. San Francisco 49ers quarterback Alex Smith recently returned to the University of Utah to announce a \$500,000 donation to the school's athletic department.

"This is my alma mater," said Smith, pictured here at the presentation. "I have so much pride for this university and for being a 'Ute.' I feel it's not only my duty, but an honor to give back to the university for future athletes.

It's really special for me."

Smith, who was the No. 1 overall pick by the 49ers in the 2005 NFL Draft after leading Utah to a 12-0 record and a Bowl Championship Series appearance, said that his donation would be the lead gift for a \$1.5 million expansion of the varsity athletics weight room, which will be renamed the Alex Smith Strength and Conditioning Facility.

The complex's 11,000-square feet of

space will feature new lifting stations and cardiovascular conditioning space.

"This gift illustrates one of Alex's greatest characteristics, which is leadership," said Utah President Michael Young. "He clearly demonstrated that leadership at Utah. He continues to demonstrate it with the 49ers, and now he's leading once again as a young alumnus giving back to his alma mater. We are deeply grateful and proud of Alex."

RAMS SPEARHEAD HEALTHY YOUTH PARTNERSHIP

The St. Louis Rams Foundation, as part of a coalition of more than 70 local organizations, is leading the effort to fight childhood obesity in the St. Louis area by taking part in the newly created Healthy Youth Partnership.

The partnership is a program designed to teach children to balance their life with proper exercise and good eating habits.

St. Louis Mayor Francis Slay was on hand to announce the team's participation in the program along with Rams Pro Bowl running back Steven Jackson, who showed his support by volunteering to be the spokesperson for the program.

"My goal is to get the kids back outside and into the parks, being active and staying healthy," said Jackson at St. Louis' Mitchell Elementary School (he is pictured with two of the school's



children). "We are going to do all that's possible to educate kids on the importance of eating healthy."

Among the organizations that invested more than \$150,000 for planning and start up of the Healthy Youth Partnership is the Isaac Bruce Foundation,

established by the Rams' star receiver.

"What I do on the football field is bring entertainment to people and give them a chance to get away from the daily grind and watch an exciting football game with exciting players," says Bruce. "What I do in the community is my service -- it is who I am."

Through the Partnership, the Bruce Foundation will provide a snack room with healthy snacks at three participating schools as well as distribute healthy lifestyle tips to the students.

With an aim of having all schools in the St. Louis metropolitan area from kindergarten to the 12th grade participating within a year, the Healthy Youth Partnership will offer schools five after-school programs for their children. Each curriculum will have a unique way of educating and motivating the children to exercise and eat right.

JETS URGE KIDS: EAT RIGHT, MOVE MORE

D'Brickashaw's behind it!

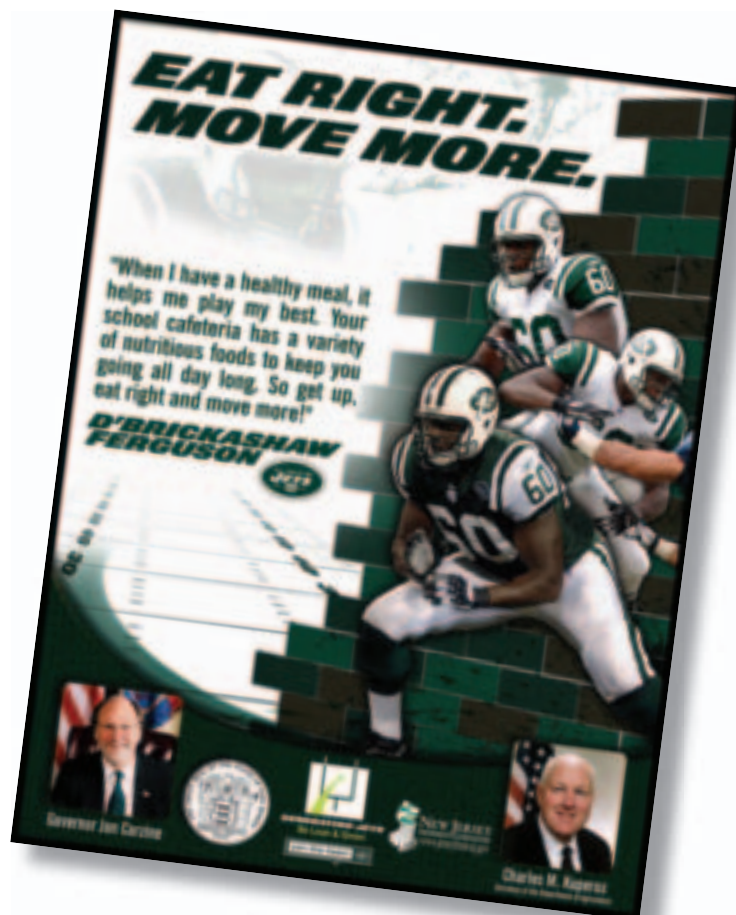
The New York Jets' left tackle, representing the team, New Jersey Governor Jon S. Corzine and the state's agriculture secretary, Charles M. Kuperus, have teamed up to launch the Eat Right, Move More campaign aimed at schoolchildren.

The program encourages students to eat the nutritious foods now being offered in schools in New Jersey as part of a new school nutrition policy that focuses on healthier eating and more physical activity.

The campaign features posters of Ferguson (right) in every school telling students, "When I have a healthy meal, it helps me play my best. Your school cafeteria has a variety of nutritious foods to keep you going all day long. So get up, eat right and move more!"

The campaign challenges New Jersey schools to submit their meal menus to determine the five schools with the most creative meal selections and that have made the most significant changes to improve their school nutrition. Each of those five schools will receive a visit from a Jets player and one of those five will be randomly selected to be honored at a Jets home game this season.

The Jets will move their permanent home to New Jersey and join the New York Giants as co-tenants in a new stadium in 2010.



LIONS ARE A REAL PAL TO FOOTBALL-PLAYING YOUTH



Reaching out to help fellow football players -- even though they may be a bit smaller -- the Detroit Lions recently donated \$60,000 to Think Detroit PAL (TDP), a large-scale inner-city football league.

TDP features 80 teams with more than 3,000 players, ages 8-14, making it among the largest after-school tackle football leagues in the nation. In all, TDP serves 13,000 Detroit children with a mission to build character in young people through athletic, academic and leadership development programs.

The Lions annually feature TDP at their kickoff luncheon, with proceeds benefiting the program. As TDP's major sponsor, the team donates time, resources and money to the organization.

This year, for the first time, TDP will integrate the NFL Junior Player Development Program for a group of 150-200 Detroit children. The six-week intensive program integrates on-field



Lions kicker Jason Hanson with TDP youngsters

skills development with life skills and character advancement.

The Lions have also donated \$50,000 to help restore the Plymouth Educational Center's football field that TDP youngsters use. And finally, to help encourage and support TDP's 1,500 adult volunteers, Detroit Lions Charities awarded

two grants to the program.

"The Lions are not just a football team, but a part of the community, as well," says William Clay Ford, Jr., vice chairman of the team. "We have a unique opportunity and responsibility to help make a difference by being good corporate citizens."

BILLS' BUTLER BECOMES WEEKLY HOSPITAL VISITOR

He made one visit, and hasn't stopped coming back!

After Buffalo Bills rookies visited the Women & Children's Hospital of Buffalo last September, so impressed was tackle Brad Butler that he continued to visit the hospital each week and plans to keep that schedule for as long as he plays in Buffalo.

The Virginia graduate said his visits give him life perspective. "I learn so much more from the patients than they do from me," says Butler, seen here with a young patient. "It's amazing just how positive they are."

Women & Children's is a modern pediatric acute care and emergency care center.

Butler said he and his fellow rookie teammates were all affected by the kids during their first visit. "I think

everybody there, in their own special way, touched somebody from our team," he says.

The hospital's Child Life Specialist McKenzie Mattison makes no secret that the kids and staff love having Butler around.

"He's excellent at talking to the kids on their level and finding things that make them smile," says Mattison. "We haven't had that. He's very dedicated. We appreciate him taking time that he doesn't have to give."

Mattison noted that any time Butler has been forced to miss a Tuesday visit (the players' day off), he calls to reschedule for later in the week. And the staff doesn't mind, because they know he is a man of his word. "He's awesome," says Mattison "The kids look forward to seeing him every week."



MEXICO, CANADA & UNITED STATES PART OF NEW INTERNATIONAL FOOTBALL FEDERATION



Football is rapidly gaining popularity around the world. Recently, seven countries from the Americas came together to form the Pan-American Federation of American Football (PAFAF). Their goal is to help expand the game of American football in North, South and Central America, as well as in the Caribbean.

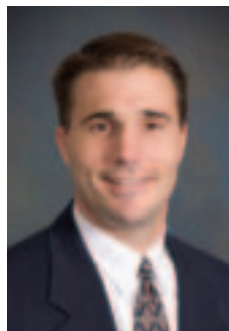
"We have made history by creating PAFAF as we support, and in times lead, the development of American football

internationally," said Scott Hallenbeck, USA Football executive director and newly elected PAFAF president.

Representatives of football organizations from the US, Canada, Mexico, Guatemala, Panama, Argentina and Uruguay make up the federation.

In their first meeting, the countries discussed initial plans to extend the sport within the Western Hemisphere.

Four of the seven charter members of PAFAF (United States, Canada, Mexico and Guatemala) are already mem-



Scott Hallenbeck

bers of the nine-year-old International Federation of American Football (IFAF), which was formed in 1998 with the expressed purpose of promoting the development of American football worldwide. PAFAF will be the Pan-America Continental representative to IFAF.

"The creation of the Pan-American Federation of American Football is further proof of the fast global growth of American football," said Tommy Wiking of Sweden, president of the IFAF.

SUPER BOWL TOPS FORBES' MOST VALUABLE BRANDS



ARIZONA 02.03.08

Forbes.com -- "the home page for the world's business leaders" -- has chosen the Super Bowl as the world's most valuable sporting events brand.

Yes, that's the world's most valuable, not just America's.

"In cold, hard dollars, nobody throws a party like the National Football League," wrote Forbes recently.

The magazine's website cited television rights fees, stadium signage sponsorship revenue, ticket receipts and licensing revenue in calculating an event's value.

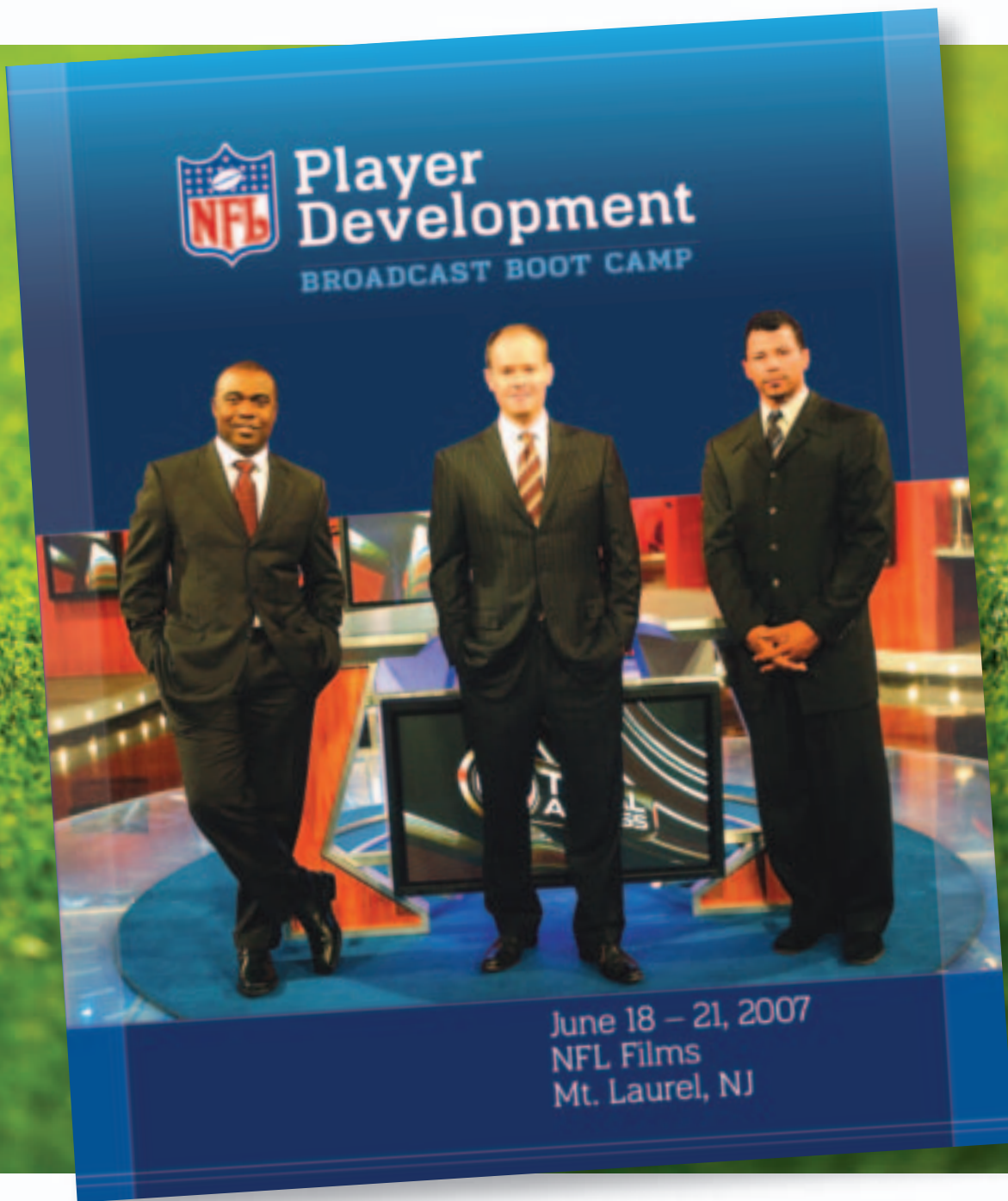
With Super Bowl XLII scheduled for next February 3 in Arizona, here are the top 10 sports brands:

FORBES' TOP 10 SPORTS BRANDS

1. Super Bowl
2. Summer Olympics
3. FIFA World Cup
4. Daytona 500
5. Rose Bowl
6. NCAA Men's Final Four
7. Winter Olympics
8. Kentucky Derby
9. World Series
10. NBA Finals



Indianapolis Colts' Peyton Manning, MVP of the game, drops back to pass against Chicago Bears in Super Bowl XLI.



NFL TO HELP PLAYERS WITH POST-CAREER PLANS THIS JUNE IN “NFL BROADCAST BOOT CAMP”

Their playing careers will not last forever, but they can still stay in the game.

One way to do it is through a career in broadcasting. That is why NFL Player Development -- the division of the league that counsels NFL players on topics ranging from financial planning to educational development to post-career preparation -- has scheduled an “NFL Broadcast Boot Camp” this June for active and former players

who are interested in a career in broadcast journalism.

To run from June 18-21 at NFL Films in Mt. Laurel, New Jersey, the NFL Broadcast Boot Camp, hosted by James Brown of CBS, will feature a hands-on program of numerous broadcast topics that will help participants decide if they are interested in a post-career life in front of a microphone.

Seminars and workshops will include field reporting, game studio

analysis, voiceovers and research, among other topics. There will even be a job fair with prospective employers.

From NFL (Troy Aikman) to college (Craig James) analysis, from cable TV (Rod Woodson) to local radio (Hardy Nickerson), numerous former NFL players have forged successful broadcast careers.

NFL Player Development and the NFL Players Association are ready to help others do so.



ASK THE COMMISSIONER

Questions for NFL Commissioner Roger Goodell:

Q: Has the NFL considered expanding the Rooney Rule, which mandates that teams interview minority candidates for head coaching vacancies, to critical front office and coordinator positions?

Commissioner Goodell: We have thought about that a great deal. The most encouraging aspect of the Rooney Rule, which is just one component of our league-wide effort to encourage diversity, is that it has worked. Teams are seeing the value of conducting an extensive, open, and diverse search to identify new head coaches. When that happens, you will find better people.

Ultimately, we want to have the best possible people working for the National Football League. The changes we have made in our hiring policies have exposed us to a larger group of people that are smart, have great character, and can contribute to the league. The spirit of the Rooney Rule is to ensure that our clubs consider as many candidates as possible from the pool of talented assistant coaches.

My hope is that some day soon, the Rooney Rule will no longer be necessary. Clubs are conducting extensive searches voluntarily because they believe it will pay dividends for them. I feel the same logic applies to front office and coordinator openings. There is no question teams have benefited from employing that type of open-minded approach to hiring head coaches. Most importantly, it's the right thing to do.

Q: Do you believe the recent rules changes designed to protect quarterbacks in the pocket are too prohibitive? Have those rules started to affect the aggressiveness of defensive players?

Commissioner Goodell: When I look at the intensity of the competition on the field each Sunday, it's hard for me to believe that defenders aren't maintaining their aggressiveness. Football is, and always has been, a physically and mentally demanding sport.

Player safety is critically important to us. Not just quarterback safety, but the safety of all players. Our goal is to ensure that the game is played as fairly as possible without significant unnecessary risk to its participants. This is an issue that is monitored very closely every year by our Competition Committee, and we will continue to evaluate our rules to adapt to the way the game is being played.

Q: Are there any plans to replenish the G-3 fund, which has helped many franchises finance new stadiums?

Commissioner Goodell: The G-3 fund is currently exhausted after recent commitments to help finance stadiums in Kansas City, New York and Dallas. These significant investments represent the league's dedication to providing an unparalleled in-stadium experience for football fans across the country.

The NFL has always had a league-wide stadium funding mechanism, and I anticipate we will continue that in some form as we move forward.

However, we need to consider how this program will interact with our new Collective Bargaining Agreement with the NFL Players Association.

As we move forward and evaluate how our new labor deal affects both the owners and the players, we will work proactively with the NFLPA to address future options for league-wide stadium funding mechanisms. We look forward to those conversations.

Q: Given the success the Saints had this year, do you see New Orleans as a viable NFL market now and in the future?

Commissioner Goodell: The New Orleans Saints were an inspiration to many people this year – not just because of their on-field success, but also because of what the franchise has done for that community as it rebuilds.

The NFL has always demonstrated a unique ability to bring communities together, but that has been especially evident in New Orleans.

The reopening of the Superdome and the Saints' exciting road to an NFC South Division championship created new revenue for the community and provided hope for the city and region.

As New Orleans continues to make strides towards recovery, we will work in concert with the Saints and local authorities in identifying new ways to help on a regional basis in the Gulf Coast.

Questions for Commissioner Goodell may be sent to caseyv@nfl.com.

A large graphic featuring a grid of NFL team logos. The top left corner has a dark blue background with the text "WHO WANTS IT MORE?" in large, white, bold, sans-serif capital letters. The rest of the image is a collage of various NFL team logos, including the Raiders, Broncos, Steelers, Cardinals, Vikings, Patriots, Colts, Ravens, Bengals, Browns, Packers, Bears, Jets, Giants, Eagles, Cowboys, Redskins, Panthers, Falcons, Saints, Raiders, and others. The logos are arranged in a grid-like fashion, with some overlapping. The bottom right corner features a logo for the "2007 NFL DRAFT" with the NFL shield logo above the word "DRAFT" and "2007" below it.

