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NEW TV DEALS MEAN SUPER BOWL WILL REACH WIDEST-EVER EUROPEAN AUDIENCE

SUPER BOWL XL will reach more viewers in Europe than ever before following the signing of two new network broadcast agreements, giving the NFL high-level presence in its three major European markets of Germany, the United Kingdom and France, it was announced today.

In Germany, the Super Bowl XL action from Ford Field in Detroit, Michigan on Sunday February 5 will be aired live on ARD. It will be the first time that the No. 1 network in the country has broadcast the finale of the NFL season.

For the first time, Super Bowl will be aired on terrestrial network in France, following an agreement with France Television, which will show the game live on France 2, the second largest station in the country.

In the United Kingdom, the NFL is in the second year of a three-year deal with ITV, the biggest commercial network in Europe.

JIM CONNELLY, Managing Director of NFL Europe, said: "We are very excited about securing such high-profile broadcast partners in our three key European markets. This level of exposure is unprecedented for any American sports event in Europe.

"The key to the growth of our NFL business is exposure to a mass audience and these agreements give us a great platform upon which to build. Super Bowl is the NFL's showcase event and is like no other sporting event in the world, with its mixture of show business, music and exciting action on the field. We hope that many new people will become interested in the NFL after having the chance to watch this year's game. We are excited about the opportunity of growing our sport in conjunction with these partners in years to come."

ARD will have a 15-man crew in Detroit to broadcast the game. In the booth as color commentator will be German-born offensive lineman **TOM NÜTTEN**, a Super Bowl XXXIV winner with the St Louis Rams.

France 2's coverage will be anchored from their studios in Paris, where the station is hosting the NFL's official Paris Super Bowl party, featuring performances by the Miami Dolphins cheerleaders.

ITV's coverage will be co-hosted from Ford Field, where former Pittsburgh Steelers running back **MERRIL HOGE** will be one of the game analysts, and from London, with Philadelphia Eagles linebacker **DHANI JONES** a studio guest, along with World Cup-winning England rugby captain **MARTIN JOHNSON**.

The game also will be screened live in the UK by long-time NFL broadcast partner Sky Sports, whose show will feature Chicago Bears Super Bowl XX winner **SHAUN GAYLE**, and will air live on BBC Radio Five Live.

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