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NFL ENJOYS HISTORIC WEEK FOR FOOTBALL WORLDWIDE

**- Regular-Season Attendance Record Set in Mexico;
NFL Europe League Business Plan Approved through 2010 Season -**

What a week for football around the world!

On Sunday, Mexico City's Azteca Stadium hosted the first regular-season NFL game played outside the United States, and what a night it was. A crowd of 103,467 packed the venerable venue – the largest crowd for a regular-season game in NFL history – as the Arizona Cardinals defeated the San Francisco 49ers, 31-14.

Then on Thursday, NFL Commissioner **PAUL TAGLIABUE** announced the approval of the NFL Europe League business plan for the next five years. The extension through the 2010 Europe League season was approved by an overwhelming majority of NFL owners at a league meeting in Detroit.

A chronological look at success stories in 2005 for the NFL around the world...

- February 6 – Television viewership for Super Bowl XXXIX posts impressive gains around the world, including in key markets China, Japan, Mexico and the United Kingdom.
- Spring – The NFL Europe League sets an attendance record, averaging 18,965 fans per game – the most since the league began play as an all-European competition in 1995.
- May 11-16 – Commissioner Tagliabue visits Beijing and Shanghai, China for meetings with government and business leaders to explore the NFL's interest in playing an American Bowl game in either city in the near future. In Beijing, he participates in the *Fortune Global Forum* "China Sports Roundtable," hosted by *Sports Illustrated*, and partakes in several events to further the development of the game among China's 1.3 billion people.
- June 11 – The NFL Europe League concludes its 13th season at World Bowl XIII in the new LTU Arena in Düsseldorf, Germany. The Amsterdam Admirals earn a thrilling 27-21 victory over the Berlin Thunder before 35,134 fans.
- August 6 – The Atlanta Falcons and Indianapolis Colts meet in an American Bowl game in Tokyo, Japan. A crowd of 45,203 attends the contest at the Tokyo Dome – the largest American Bowl attendance in Japan since 1995. It is the league's 40th American Bowl game in the international series that began in 1986.
- August 16-21 – The Flag Football World Championships are held in China for the first time with 10 countries competing in Beijing. The event enjoys unprecedented commercial support from Motorola, Reebok, Gatorade and EA. The championship, which is broadcast nationally in China by CCTV, is won by Thailand over the United States 25-19.
- October 2 – A regular-season record crowd of 103,467 attends the NFL's first regular-season game held outside the United States, as the Arizona Cardinals earn a 31-14 victory over the San Francisco 49ers in Mexico City's Azteca Stadium.
- October 6 – NFL owners overwhelmingly approve a five-year extension of the NFL Europe League business plan through the 2010 season. The league will kick off its 14th season in March.

