



IN TWO WEEKS NFL HISTORY WILL BE MADE

Two weeks from today, the Arizona Cardinals and San Francisco 49ers will fly to Mexico City to make NFL history.

Two days later, on Sunday night, October 2, the NFL will play its first-ever regular season game outside the United States in front of close to 100,000 fans in Mexico City. This will be among the largest crowds to attend any sporting event in the world this year. We hope that you will give appropriate coverage to this historic event.

Our game coincides with the national celebration of Hispanic Heritage Month (September 15-October 15). Hispanic Americans now comprise the nation's largest ethnic minority group – 41.3 million people. Every major city in the country has a significant Hispanic population, including many of Mexican descent. In fact, the largest segment of the Hispanic-American population is of Mexican heritage – 58 percent.

When it comes to sports, Hispanic Americans have a very strong interest in the NFL. Independent surveys show that NFL game telecasts are among the most popular TV shows in English-speaking Hispanic households. Our October 2 game will be an important cultural event for these fans.

There will be approximately 100,000 fans in Azteca Stadium for the October 2 game. We have played 55 preseason games outside the United States in our 86-year history. Three of those games attracted paid attendance of more than 100,000, all played in Mexico City. They are three of the four biggest crowds to attend an NFL game of any kind in our history. That is among the reasons we chose Mexico City to host the Cardinals and 49ers in our first international regular-season game.

We hope you will give strong consideration to staffing this game. Our NFL rate at the Intercontinental Hotel (league headquarters) for staff and media is approximately \$100 per day. Ground transportation rates are also reasonable. Mexico City is only 750 miles south of Houston and not an extraordinarily long trip from anywhere in the country.

Pete Abitante and other members of our league office staff will be in Mexico City early in the week leading to the game, available to assist the media with feature stories about our activities in Mexico and other international markets.

We appreciate your coverage of the NFL. Attached is a fact sheet about the Mexico City game. If we can answer any questions, please contact Pete Abitante or me. We look forward to your coverage of this historic sporting event.