



## **NFL HISTORY IN THE MAKING**

***1<sup>ST</sup> REGULAR SEASON GAME TO BE PLAYED OUTSIDE THE U.S.***

**WHO:** San Francisco 49ers vs. Arizona Cardinals

**WHEN:** Sunday, October 2, 2005

**WHERE:** Estadio Azteca, Mexico City

**TIME:** 8:30 PM ET, 7:30 PM CT

**TV:** ESPN (U.S.), Televisa (Mexico) and ESPN (Mexico)

- Approximately 25 million people of Mexican heritage live in the United States. According to the 2000 Census, states with the largest Mexican population are California, Texas, Illinois, Arizona, Colorado, Florida and New York
- Nearly two-thirds of our Hispanic population is of Mexican heritage, and many of them love NFL football. Independent surveys show that NFL game telecasts are among the most popular prime-time TV shows in English-speaking Hispanic households.
- The top three attendances of 100,000-plus in our preseason games over the years have all been in Mexico City. That is among the reasons we chose this venue for our first international regular-season game.

Date	Result	Attendance	Site
8/15/94	Houston 6, Dallas 0	112,376 *	Mexico City
8/4/97	Miami 38, Denver 19	104,629	Mexico City
8/17/98	NE 21, Dallas 3	106,424	Mexico City

\* all-time NFL attendance record

- Mexico is the non-U.S. country with the most NFL fans (20 million, according to surveys).
- Mexico has a 75-plus year history of playing and watching American football.
- NFL games have been televised in Mexico since 1966 on Televisa and 1972 on TV Azteca.
- **Anthony Munoz** was the first player of Mexican ancestry elected to the Pro Football Hall of Fame (1998). **Tom Flores** was the first person in NFL history to earn a Super Bowl ring as a player (IV), assistant coach (Raiders, XI) and head coach (Raiders, XV). Other prominent Mexican-American NFL players have included **Joe Kapp, Jim Plunkett, Tony Casillas, Max Montoya, the Zendejas brothers, and Raul Allegre.**