



FOR IMMEDIATE RELEASE  
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## **NFL NETWORK SUPER BOWL XL COVERAGE:** **TRULY EVERYTHING BUT THE GAME**

### ***“FLY ON THE WALL” DAILY MEDIA CENTER COVERAGE AND FIVE-HOUR PRE-GAME SHOW AMONG ADDITIONS FOR 2006***

Be the fly on the wall without flying to Detroit.

Even if you cannot make it to Super Bowl XL in Detroit, you can see everything about the Super Bowl by watching NFL Network's 60-plus hours (up to 11 hours a day) of live Super Bowl programming from the Motor City.

Among the programming you will see:

- Every NFL-related press conference LIVE, including team arrivals, player availability, head coach press conferences, Hall of Fame announcement, Commissioner Tagliabue's Super Bowl press conference, Man of the Year award, Halftime and pregame entertainment, plus sponsor award conferences.
- A 5 ½-hour pregame show on Super Bowl Sunday live from Ford Field.
- Two hours of post-Super Bowl coverage live from Ford Field.
- 6 ½ hours of coverage from Super Bowl Media Day on Tuesday 1/31.
- Special afternoon editions of *NFL Total Access* Wednesday thru Friday from noon to 5:00 p.m. ET, taking fans inside the official Super Bowl Media Center headquarters.
- Primetime airings each night at 7:00 p.m. ET of *NFL Total Access* with the latest news, interviews and analysis.
- The Xs and Os of the big game on *Playbook* Wednesday thru Saturday in primetime.
- A 30-minute special featuring the ads of Super Bowl XL.

Detailed coverage follows:

#### **NFL TOTAL ACCESS LIVE FROM DETROIT**

***Sunday (1/29) – Saturday (2/4) at 7:00 PM ET/PT; Following the game on 2/5***

NFL Network's signature show will be live on the scene from the Marriott Renaissance Center, site of the Super Bowl XL Media Center beginning Sunday, January 29 with news, interviews and analysis.

*NFLTA's* lineup featuring **Terrell Davis, Rich Eisen, Kara Henderson, Derrin Horton, Lincoln Kennedy, Jim Mora, Adam Schefter and Rod Woodson.**

At 12:00 Noon ET on Super Bowl Sunday, *NFLTA* will feature a pre-game show live from Ford Field to prepare fans for Super Bowl XL, featuring interviews and highlighting all the key stories surrounding the game. This marks the first Super Bowl pre-game show in NFL Network history.

### **PLAYBOOK**

***Wednesday – Friday (2/1-2/3) at 8:30 PM ET/PT***

***Saturday at 8:00 PM ET/PT***

- The *Playbook* team will be in Detroit to cover Super Bowl XL each night from Cobo Convention Center, home of NFL Experience. Host **Paul Burmeister** along with analysts **Sterling Sharpe, Solomon Wilcotts, Butch Davis** and **Brian Baldinger** will break-down the X's and O's of Super Bowl XL as well as educate football fans on the strategies and game planning each team will employ during the big game.

### **SOUNDS OF THE GAME: SUPER BOWL XL MEDIA DAY**

***Tuesday (1/31) at 8:00 PM ET/PT***

- *Sounds of the Game* culls the best sound bites gathered during the annual Super Bowl Media Day and creates a 60-minute show highlighting the most entertaining moments.

### **NFL NETWORK GAME OF THE WEEK**

***Monday (1/30) at 8:00 PM ET/PT***

***Wednesday (2/1) and Thursday (2/2) from 5:00 PM ET – 7:00 PM ET***

***Wednesday (2/1) and Thursday (2/2) at 9:00 PM ET***

- Special encores of *NFL Network Game of the Week* will air leading up to Super Bowl XL, replaying games featuring the 2005 AFC & NFC champions.

### **DAILY PRESS CONFERENCE COVERAGE**

- NFL Network will have live coverage of every NFL-related press conference, including the player arrivals and Media Day, the AFC and NFC head coach's press conferences, the Super Bowl Halftime and Pregame Show talent press conferences, the sponsor award conferences, as well as **Commissioner Paul Tagliabue's** yearly Super Bowl press conference.

### **OTHER SUPER BOWL RELATED PROGRAMMING**

***Sunday (1/29) from 6:00 AM ET to 3:00 AM ET***

- ***Super Bowl Highlight Marathon:*** From **Bart Starr** to **Tom Brady**, Super Bowl heroes of the past 39 years will take center stage one week before Super Bowl XL as the pigskin channel airs these 39, half-hour programs highlighting each of the past Super Bowl games.

***Monday (1/30) at 9:00 PM ET/PT***

- ***Super Bowl Secrets:*** Every Super Bowl memory has already been told, or has it? Through exclusive interviews done with participants from all 39 Super Bowl winning teams, this show uncovers unique stories that have yet to be heard.

***Saturday (2/4) at 9:00 PM ET/PT***

- ***In Their Own Words:*** This Super Bowl special highlights some of the most memorable comments made by NFL players and coaches during past Super Bowls – using their own words.