

NEWS



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LONDON TO HOST NFL REGULAR-SEASON GAME

London will be the venue for the first regular-season NFL game to be played outside North America, the National Football League announced today.

The NFL will stage the first in its new series of international regular-season games in the United Kingdom's capital city in the fall of 2007. NFL owners voted in October to play up to two games outside the United States every year for the next five years, with the series kicking off with a single game in 2007.

"There is great interest in the NFL around the world," said NFL Commissioner **ROGER GOODELL**. "Playing a limited number of regular-season games outside the United States is the next step for us in serving that interest. This is what our international fans, media partners, and sponsors want. There is no better place to begin this initiative than London. It is one of the great cities of the world with an established and growing fan base for our game. We are thrilled to bring the excitement of the NFL regular season to the United Kingdom."

London's effort to secure the game was supported by Mayor of London **KEN LIVINGSTONE**, who visited Commissioner Goodell in New York to state the city's case for staging an NFL game.

"London is proud to host the first competitive NFL game held outside the North American continent," Mayor Livingstone said. "There are many NFL fans in London – both American and non-American – and this will be a spectacular sporting occasion. The Super Bowl is followed by almost five-million people in the UK. Hosting an NFL game in London will bring more than 10,000 international visitors to the city. London will be working with the NFL to build on this success to ensure that Londoners, NFL fans, international visitors, and the tens of millions who will watch the game on television have a great day of sport and experience London at its best."

London was selected based upon several factors, including general fan interest, current NFL visibility through existing media agreements, the range and quality of large, world-class stadia, including Wembley and Twickenham, the size and value of the overall sports and entertainment market and the potential to build year-round marketing, sponsorship and fan engagement.

More details about the London game – including the venue and participating teams – are expected to be confirmed during Super Bowl week (January 29-February 4) in South Florida.

The NFL staged its first regular-season game outside of the United States in 2005 when 103,467 people saw the Arizona Cardinals play the San Francisco 49ers in Mexico City on October 2 – the largest crowd for a regular-season game in NFL history.

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