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NFL CELEBRATES HISPANIC HERITAGE MONTH

TWO SPOTS TO AIR LIVE IN NFL STADIUMS AND ON SELECT TV STATIONS

Each year NFL teams celebrate Hispanic Heritage Month with festivities across the country at their games. This year 15 clubs have designated home games to commemorate the month with in-stadium entertainment and activities to highlight the Latino culture and the contributions by Hispanics to the league.

Nationally, the NFL is launching a Spanish TV campaign with spots airing on Telemundo and ESPN Deportes, as well as in NFL stadiums on jumbotrons during Hispanic Heritage Month. Additionally, the campaign will run in print in USA Today and ESPN Deportes Magazine, as well as on radio.

The NFL's new Spanish commercial titled, "Futbol /Football," captures the excitement of NFL football creating a contagious passion that will encourage Latinos to make the excitement of the game their very own.

The voiceover says: "The colors of your team. The passion for the game. The will to win," while images of fans cheering and current Latino NFL players in action are shown. The spot ends with "Celebrating Hispanic Heritage Month."

For the second year in a row, the NFL has teamed up with Pedro Resto to conceive and execute a spot directed at the Latino community. "The overall commitment by the NFL and everyone involved to introduce Latinos to the game of football is absolutely beautiful and a sign of great things to come for the Latino community," says Resto.

The NFL Creative Group collaborated with Resto previously for the NFL's first-ever Spanish youth football public service announcement. The PSA featured Hall of Famer Anthony Muñoz and Chiefs TE Tony Gonzalez. In a first for an NFL PSA, Spanish was spoken and viewers saw English subtitles. This spot will continue to air this season on ESPN Deportes as well as on CBS, FOX, NBC, ESPN, and NFL Network with English subtitles.

Through his newly formed production company, ProudFilms, Resto engaged the Yellow Butterfly Project to do the creative work, Animal Sound for the original music and sound, and Moving Images for its post production services.

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