

NEWS

FOR USE AS DESIRED
11/14/06



NATIONAL FOOTBALL LEAGUE
280 Park Avenue, New York, NY 10017
(212) 450-2000 * FAX (212) 681-7573
WWW.NFLMedia.com

*Joe Browne, Executive Vice President-Communications
Greg Aiello, Vice President-Public Relations*

CITY OF FRANKFURT TO HOST YELLO STROM WORLD BOWL XV; YELLO STROM TO SPONSOR NFL EUROPA FINAL FOR THIRD YEAR IN ROW

NFL Europa's championship game – **YELLO STROM WORLD BOWL XV** – will be held in Frankfurt, Germany, on Saturday, June 23, 2007, the league announced today.

Yello Strom GmbH will sponsor World Bowl for the third year in a row, while Frankfurt Lord Mayor **PETRA ROTH** will serve as the game's patron.

"Frankfurt is the American football capital of Germany so that makes it the perfect venue," said NFL Europa Managing Director **UWE BERGHEIM**. "Frankfurt has already hosted World Bowls in 1998 and 2000 and I am sure that Yello Strom World Bowl XV also will be an unforgettable event. I would like to extend my special thanks to Yello Strom for being the presenting sponsor again.

"The fans, our partners and the city of Frankfurt will make Yello Strom World Bowl XV a success, and we hope to achieve a new attendance record at the game."

"Frankfurt has been a terrific partner for the NFL for 15 years now and it is great to have the World Bowl back in this wonderful and world-renowned city," added **MARK WALLER**, vice-president of NFL International. "We are confident that the World Bowl will illustrate, yet again, the broad support the NFL and NFL Europa enjoys in the city of Frankfurt and beyond."

Yello Strom World Bowl XV is expected to be aired around the world in more than 150 countries, including a live audience in the United States on **NFL NETWORK**.

"Hosting the Yello Strom World Bowl is very special," said Frankfurt Galaxy General Manager **TILMAN ENGEL**. "We will work hard in the months ahead to present European football fans with the very best experience possible."

Yello Strom spokesman **DR. PETER VEST** concluded, "American football is a fascinating sport with a great deal of potential. We believe the combination of Yello Strom and the World Bowl can sell out the stadium in Frankfurt."

NFL Europa's 15th season – featuring the Amsterdam Admirals, Berlin Thunder, Cologne Centurions, Frankfurt Galaxy, Hamburg Sea Devils and Rhein Fire – kicks off on Saturday April 14, 2007.