



NEWS RELEASE

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NFL Network - 115 4/10/06

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2006 NFL DRAFT IS LIVE ON NFL NETWORK APRIL 29-30

***DRAFT WEEKEND COVERAGE PRESENTED BY DIET PEPSI
INCLUDES LIVE GAVEL-TO-GAVEL ON DAY 1, PLUS VOD &
MOBILE ACCESS***

2006 will go down in history as a year of firsts for NFL Network. First live regular season games, first Super Bowl pregame show and now, first live coverage of the NFL Draft.

NFL Network will cover Day 1 of the 71st NFL Draft on April 29 from beginning-to-end, featuring three live sets including one on the floor of the site of the event, Radio City Music Hall. Day 2 will receive three hours of live coverage and a one-hour wrap-up show.

The coverage will boast an array of NFL experts including former head coaches **Dan Reeves** and **Butch Davis**, current players **Corey Chavous** and **Muhsin Muhammad** as well as NFL Network Draft guru **Mike Mayock**.

In total, 27 hours of original Draft-related programming will air on NFL Network during the month of April. Among the highlights:

- One-hour live pre-Draft show at 11 AM on Day 1
- 10-hours of live gavel-to-gavel coverage on Day 1 from 12 noon to 10 PM
- 3-hours of live coverage on Day 2 from 1-4 PM
- One-hour re-cap show at 10:00 PM ET on Day 1
- One-hour re-cap show at 7:00 PM ET on Day 2
- The last of three one-hour Draft preview show on 4/18 at 8 PM ET
- Extended 90-minute editions of *NFL Total Access* on 4/25 and 4/26
- Extended 2-hour editions on *NFL Total Access* on 4/27 and 4/28
- First-ever live streaming of NFL Draft on phones with Sprint Wireless service
- Video-On-Demand profiles of 64 players – two rounds of top prospects

The annual NFL Draft is held in New York over two days and features the 32 NFL teams selecting seven rounds of players. On Day 1, the first three rounds are conducted, followed by rounds 4-7 on Day 2.

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Below is a detailed break-down of NFL Network's 2006 NFL Draft coverage.

DRAFT DAY COVERAGE PRESENTED BY DIET PEPSI

Saturday, April 29: 11:00 AM ET – 11:00 PM ET (12 hours) (LIVE)

- 11:00 AM ET – One-hour live pre-Draft show
- 12 Noon – 10:00 PM ET- Live gavel-to gavel-coverage of Day 1
- 10:00 PM ET – One hour live Day 1 Draft recap show

Sunday, April 30: 1:00- 4:00 PM ET; 7:00- 8:00 PM ET (4 hours) (LIVE)

- 1:00 PM ET – Three hours of live coverage of Day 2
- 7:00 PM ET – One hour recap of the second day of NFL Draft

NFL Network's coverage of the NFL Draft will have three set locations, plus coverage from up to 32 NFL team headquarters.

Main Set (*Floor, Radio City Music Hall*)

- **Rich Eisen** (Host)
- **Mike Mayock** (Draft Expert)
- **Corey Chavous** (St. Louis Rams safety & expert analyst)
- **Adam Schefter** and **Kara Henderson** (On-Site Reporters)

NFL Films Set (*Mount Laurel, NJ*)

- **Paul Burmeister** (Host)
- **Butch Davis** (analyst; former Browns and University of Miami head coach)
- **Dan Reeves** (Former Broncos/Giants/Falcons Head Coach)

Player Set (*NFL Total Access Studio, Los Angeles, CA*)

- **Derrin Horton** (Host)
- **Muhsin Muhammad** (Bears)
- **Jason Witten** (Cowboys)
- **Brentson Buckner** (FA)

APRIL PRE-DRAFT COVERAGE

NFL Total Access, the channel's flagship show, begins expanded coverage on Monday, April 24 with the first of 10 hours, which include 90-minute extended editions on April 25-26 and two-hour shows on April 27-28.

In addition, *NFL Total Access* will feature a one-hour NFL Draft special dubbed *NFL Network Draft Preview* featuring **Mayock**, **Davis** and NFL.com's **Pat Kirwan** breaking-down the draft.

- **Tuesday, April 18 at 8:00 PM ET/PT – Team-by-Team Needs**

VIDEO-ON-DEMAND PRESENTED BY DIET PEPSI

For the second straight year, NFL Network will produce exclusive Video-on-Demand (VOD) content featuring profiles of 69 top prospects, so fans can scout their favorite teams' potential draftees or use the VOD profiles after the fact to learn more about the players their team drafted. This exclusive *NFL Network on Demand* VOD content will be available to NFL Network cable affiliates from April 15 through May 13.

NFL MOBILE on SPRINT WIRELESS

For the first time ever the NFL Draft broadcast will also be available via Sprint's wireless service. NFL Network's coverage of the Draft will be available live throughout both days of the Draft to Sprint customers nationwide.

In 2005, Sprint launched NFL Mobile, providing fans with a first-of-its-kind package of programming designed specifically for wireless including access to NFL Network's live broadcast; exclusive video and audio on-demand highlights from NFL Films and up-to-the-minute team/players scores, stats and injury reports.

NFL.COM

NFL.com has the most in-depth coverage of the 2006 NFL Draft on the internet. In addition to regular columnists **Gil Brandt**, **Vic Carucci**, **Pat Kirwan** and **Adam Schefter**, the web site will feature player diaries from NFL prospects Mario Williams, Maurice Drew, Tye Hill and Kelly Jennings, plus profiles of over 400 NFL prospects. NFL Network Draft expert **Mike Mayock** will also provide his position-by-position rankings.

On Draft Day, NFL.com's coverage Presented by Diet Pepsi will feature pick-by-pick analysis from **Brandt** and **Kirwan**, a Draft-tracker with up-to-the-minute results as well as live streamed audio from Sirius Satellite Radio.

NFL Network airs seven days a week, 24 hours a day on a year-round basis and is the first television network fully dedicated to the NFL and the sport of football. For more information, log onto www.nfl.com/nflnetwork/home.

NFL Network. All Fans Welcome.