



NEWS RELEASE

NATIONAL FOOTBALL LEAGUE 280 Park Avenue, New York, NY 10017 (212) 450-2000, FAX (212) 681-7579 www.nflmedia.com

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NFL Network – 149 11/1/06

Seth Palansky, NFL Network, 310/840-4686
Dan Masonson, NFL Network, 212/450-2081

THREE CHEERS FOR NFL NETWORK!

TURNING THREE, NFL NETWORK TURNS THE CORNER

MOMENTUM CONTINUES WITH LIVE NFL GAMES THIS MONTH

NFL Network launched only three years ago (November 4, 2003), but it is hard to fathom life before NFL Network.

- How did you follow the preseason?
- Or every coaches' press conference?
- What, there was no nightly news show dedicated to the NFL year-round?
- Great games were not re-aired?
- You couldn't find coverage from inside the NFL Scouting Combine?
- You always wanted a week-long pregame show leading into the Super Bowl but had nowhere to turn?
- Wished for a TV show to break down the NFL schedule on the April afternoon it is released?
- You needed your football fix in the spring but had nowhere to turn for mini-camp, free agent, and latest team news?
- Want more games on TV as the run to the playoffs heats up?

How did life exist pre-NFL Network? Well let's not think of those dark days before *iPods* and *You Tube* and when **Jerry Rice** and **Emmitt Smith** were football stars not *Dancing With the Stars*.

Now, football fans can see all of this and more. As the year-round channel to all things football celebrates its third birthday on Saturday, the celebration will have to be short, with live NFL regular season games just weeks away!

"This has been the most successful three years of any cable channel I have ever been a part of," said 30-year television executive and NFL Network President & CEO **Steve Bornstein**. "We have just reached the tipping point of what we have planned for NFL Network."

The third year of NFL Network's existence has been a remarkable one. Consider the following that has happened in the past year:

- NFL Network finishes the year with 35 million subscribers, the second most-ever for a two-year old channel in television history. (11/4/05)

- NFL Network is awarded a primetime package of regular-season games. (1/28/06)
- Days later at Super Bowl XL in Detroit, NFL Network covers everything but the game, including its first-ever Super Bowl Sunday pregame show, a 5½-hour smorgasbord leading into the game. (2/5/06)
- During the *Scouting Combine* in February, NFL Network provides week-long coverage with press conferences from new NFL head coaches, in-depth interviews and analysis from the new crop of NFL stars and live on-field access.
- NFL Network hires veteran television executives **Mark Loomis** and **John Gonzalez** to produce and direct NFL Network's package of live games. (4/13/06)
- Adding more live events, NFL Network secures rights to televise the *Senior Bowl*. Deal includes week-long practice coverage and live event from Mobile, Alabama during the bye week between the Championship games and the Super Bowl. (4/25/06)
- **Bryant Gumbel & Cris Collinsworth** hired to call NFL Network's package of regular season games. (4/26/06)
- NFL Network hosts its first-ever Upfront event for advertisers in New York City, unveiling its new fall lineup including the addition of weekly replays of the five best games from the weekend on *NFL Replay*, and adding the definitive Sunday night wrap-up show on *NFL GameDay*. (4/26/06)
- For the first time, NFL Network televises gavel-to-gavel coverage of Day 1 of the *NFL Draft*, garnering rave reviews. (4/29/06)
- NFL Network becomes the official and exclusive home of the *Insight Bowl*, matching teams from the Big 12 and the Big 10. This is NFL Network's second college bowl game acquisition in weeks. (5/8/06)
- Adding two more college bowl games, the *Texas Bowl* and the *All-American Classic*, NFL Network quickly doubles its college bowl game roster to four. (6/05/06)
- More college programming is announced, as NFL Network begins *College Scoreboard*, a Saturday afternoon highlights show in-season and *Point After*, dedicated to covering press conferences from head coaches around college football on Tuesday and Thursday afternoons. (8/30/06)
- *No Huddle*, NFL Network's live preseason whip-around show, follows a dozen NFL games airing simultaneously, taking fans from game-to-game to culminate a preseason which aired 52 games in their entirety. (8/31/06)
- Former NFL MVP **Marshall Faulk** joins NFL Network as an analyst on *NFL Total Access*, the flagship show, and *Total Access on Location*, the pregame show to each live game on NFL Network. (8/15/06)
- "Primetime" **Deion Sanders** and **Steve Mariucci** make their NFL Network debut on *NFL GameDay*, the exclamation point on the NFL Sunday nights. (9/10/06)
- In its most ambitious project to date, NFL Network announces *America's Game: The Super Bowl Champions*, a 41-part series documenting each Super Bowl-winning team debuting November 17. (10/25/06)

- NFL Network registers 41 million subscribers to date including full distribution on DirecTV (15.4 million customers on Channel 212), full distribution on Dish Network (12.2 million customers on Channel 154), plus full clearance on all telephone companies providing video service including Verizon FiOS, AT&T U-Verse and Qwest. More than 150 cable companies carry NFL Network including the country's largest Comcast. (11/4/06)

It truly has been an impressive year for a network just 36 months into its existence.

NFL Network in three years has reached subscriber totals on par with other successful networks in their sixth year. (Ex.: Golf Channel had 31.9 million subscribers after its 6th year; ESPN had 34.8; MTV had 32.6; TBS had 25.0)

Counting all cable channels launched, the average subscriber numbers at the end of five years is 30.3 million. NFL Network bested this mark in 21 months.

But the best is yet to come. With *Thursday and Saturday Night Football, America's Game* and plenty of creative ideas percolating at NFL Films and NFL Network, fans can continue to expect big things from the only year-round television outlet for football.

In 2006, NFL Network airs 180 football games, including primetime regular season games, 52 preseason games, 85 game re-airs, 31 NFL Europe League contests, the Insight Bowl, the Senior Bowl, Texas Bowl and the All-American Classic.

NFL Network boasts more than 150 affiliates and is available to more than 65 million homes in the United States, including two of the top three cable companies and both satellite providers. Launched in November, 2003, NFL Network was the most-widely distributed sports network when it kicked off; became the youngest sports network to win an Emmy; and became the first network ever to reach the 20 million subscriber mark in its first year. Currently, NFL Network has 41 million subscribers in the U.S. and 46 million throughout North America.

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.nflmedia.com and click on the NFL Network logo.

NFL Network. Football 24.7