

NEWS

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NFL.COM SCORES RECORD 7.5 MILLION VISITS ON DRAFT WEEKEND

Three-Day Draft Weekend Traffic Jumps 25%

Audio & Video Content Shows 40% Increase in Usage

NFL.com set a three-day NFL Draft weekend record (April 28-30) with **7.5 million visitors** – **up 25 percent** from 6.0 million in 2005 (and up 53 percent from the 4.9 million visits in 2004), it was announced today.

In addition, fans accessed **1.4 million multimedia clips** (audio and video) on the NFL Internet Network, **up 40 percent** from 981,000 on Draft weekend last year.

Exclusive coverage and behind-the-scenes features on NFL.com for draft weekend included:

- Live "Draft Tracker" featuring coverage of each selection.
- Live on-site analysis of each selection from expert analysts **GIL BRANDT, VIC CARUCCI, and PAT KIRWAN.**
- Q&As with six of the top draft choices in New York: **REGGIE BUSH, VERNON DAVIS, D'BRICKASHAW FERGUSON, MATT LEINART, MARIO WILLIAMS and VINCE YOUNG.**
- NFL Network updates from Radio City Music Hall, featuring interviews with the top players.
- NFL Network "Team Cam" segments from around the League throughout Draft weekend.
- Live streaming of Sirius NFL Radio all weekend
- In-depth coverage from each team website.

The NFL Internet Network, comprised of NFL.com, the websites of the league's 32 clubs and related sites, was established in March 2000. NFL.com is produced in partnership by CBS SportsLine, a leading Internet sports media organization and part of CBS Digital Media.

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