



FOR IMMEDIATE RELEASE
NFL 1/30/07

CONTACT:
DAN MASONSON, NFL, 305-381-4032
MASONSOND@NFL.COM

FANS TO VOTE ONLINE OR VIA MOBILE DEVICES FOR CADILLAC SUPER BOWL MVP

***Voting on SUPERBOWL.COM and Wireless Devices,
Including Those with Sprint Wireless Service***

Fan Votes Will Count 20 Percent

Who will be the Most Valuable Player of Super Bowl XLI...**PEYTON MANNING, REX GROSSMAN, DWIGHT FREENEY** or **BRIAN URLACHER**?

In the fourth quarter, fans can vote for the Super Bowl MVP on **SUPERBOWL.COM** and on their wireless devices, including those with the Sprint wireless service. Fans using Sprint and other wireless services can send a text message with the player's first and last name to 99777 to participate in MVP balloting. The fan vote will count 20 percent (four votes) with another 16 on-site media members representing the other 80 percent.

The four fan votes will be distributed as follows:

Leading Super Bowl.com vote-getter	2.5 MVP votes
#2 vote-getter	1.0 MVP vote
#3 vote-getter	0.5 MVP vote

The Super Bowl MVP receives the Pete Rozelle Trophy and a 2007 Passion Red Limited Edition Cadillac XLR. Cadillac is the official vehicle of Super Bowl XLI. Last year, Super Bowl XL MVP **HINES WARD** received 2.5 MVP votes from fans.

The announcement will be made immediately following the game on CBS.

For the seventh consecutive year, **SUPERBOWL.COM** is produced in partnership by CBS SportsLine.com, a leading Internet sports media organization and part of CBS Interactive, which hosts and produces NFL.com.

SUPERBOWL.COM is presented by Diet Pepsi, and is part of the NFL Internet Network, the most popular sports league property.

#