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## **NFL Offers First-Ever Super Bowl Video Downloads on the iTunes Store**

***Expanded Super Bowl XLI Game Highlights, NFL Network's Super Bowl Sunday NFL GameDay Show & More***

### ***Top 20 from America's Game: The Super Bowl Champions Series***

SOUTH FLORIDA — For the first time ever, football fans will be able to download video highlights of the Super Bowl, the NFL announced today. Super Bowl XLI highlights as well as exclusive NFL Network Super Bowl-related content will be available on the iTunes® Store ([www.itunes.com](http://www.itunes.com)).

NFL fans will have access to extended highlights of Super Bowl XLI which will be available as a download from iTunes for \$1.99 the day after the game. Highlights will be available in English and Spanish.

NFL Network's **NFL GameDay** Super Bowl XLI show will be available for fans to download for viewing on a computer or iPod® for \$1.99 following its Sunday night broadcast. The all-inclusive Sunday night wrap-up show, hosted by Rich Eisen with Steve Mariucci and Deion Sanders, offers the most comprehensive NFL coverage on television, with highlights, post-game reaction and expert analysis.

"Fans looking to continue their Super Bowl Sunday experience can now download extended highlights or the 90-minute **NFL GameDay** on iTunes," said Brian Rolapp, NFL vice president of media strategy. "It's another way for fans to re-live the Super Bowl before they get to the water cooler."

"NFL highlights from the regular season and playoffs have been a huge hit on iTunes," said Eddy Cue, Apple's vice president of iTunes. "We're thrilled to cap off the season by giving fans the ability to download highlights from this year's Super Bowl along with classic videos chronicling the greatest teams over the past years."

In addition, NFL fans can download individual episodes of NFL Network's critically acclaimed ***America's Game: The Super Bowl Champions*** – a ranking of the greatest Super Bowl winners by a 53-member blue ribbon panel of NFL experts.

From dynasties to one-shot wonders, from the undefeated to the unexpected, ***America's Game*** tells the stories behind the story of all Super Bowl champions. Each episode is a documentary featuring key members of the winning team telling behind-the-scenes accounts from their championship season. With classic NFL Films action combined with news clips and photos, highlights from team radio broadcasts, footage from inside team meeting rooms, sideline audio and other exclusive features, ***America's Game*** will provide an epic and intimate portrait of distinct championship teams, in one groundbreaking series.

Each episode will be available to download after it airs for \$1.99 (entire Top 20 for \$29.99).

Also available on iTunes will be a Super Bowl edition of ***NFL Network Game of the Week*** (\$1.99) and highlights from the Pro Bowl (\$1.99) after that game airs on CBS on Saturday, February 10.

The iTunes Store features the world's largest catalog of digital music and video with over four million songs, 250 feature films, 350 television shows and more than 100,000 podcasts.

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](http://www.nfl.com/nflnetwork/home).

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