

# **NFL Extra**

## **Week 8**

<b>Segment</b>	<b>TRT</b>
Peyton Manning	2:04
Nine Seconds	6:39
Costacos Brothers	8:01

### **1:00:00;24 - PEYTON MANNING**

HEY JOHN. HOW YOU DOING MAN? GOOD LUCK TODAY. GOOD TO SEE YOU JOHN. THANKS. GOOD. YOU? YEA, PRETTY GOOD. FOR AN OLD MAN. KEEP GOING BABY. I'M TRYING.

LET'S GO BUDDY. LET'S HAVE A GOOD ONE. LET'S DO IT. YOU TOO. LET'S GO.

LET'S REALLY HONE IN AND CONCENTRATE NOW. THIS OUGHTA BE GOOD.

RADIO - NINERS LOOK LIKE THEY'RE GONNA BLITZ. MANNING PUMP FAKES, FLOATS ONE. HE'S GOT WELKER WIDE OPEN. WELKER INSIDE THE 15. INSIDE THE 10! WELKER BOUNCED OUT OF BOUNDS! NOW THEY'RE GONNA SAY TOUCHDOWN. AND THAT TIES PEYTON MANNING WITH BRETT FAVRE AT 508.

THAT'S PRETTY GOOD. ...ACTUALLY DO THAT. YOU'RE NOT DONE YET, ARE YOU?!

RADIO - IT'S 3RD DOWN AND GOAL AT THE 9. 3 MAN RUSH. HE BOUNCES AROUND. HE THROWS. E.T. IS THERE. TOUCHDOWN DEMARIUS THOMAS. MOVE OVER BRETT FAVRE. PEYTON MANNING NOW HAS MORE TD. PASSES THAN ANY OTHER PLAYER IN NFL HISTORY.

CONGRATULATIONS BOY! CONGRATULATIONS. THANK YOU MAN. THANK YOU MAN.

RADIO - LOOK WHAT THEY'RE DOING MAN. THEY'RE PLAYING KEEP AWAY WITH THE FOOTBALL. WELKER TO JULIUS, TO EMANUEL SANDERS. HE STILL DOESN'T HAVE A HOLD OF THAT THING. D.T. HAS IT. FINALLY HE GIVES IT TO HIM. HE'S GOT A BIG SMILE ON HIS FACE.

CONGRATULATIONS! THANK YOU MAN.

GREAT CATCH! GREAT JOB! THANK YOU MAN. THANKS MAN. AWESOME. GOOD FOR YOU. THANKS A LOT. THANKS A LOT. THANK YOU BUDDY, THANKS. THANK YOU BROTHER. THANK YOU MAN. THANKS MAN. THANK YOU BRO. THANKS A LOT.

GREAT GAME MAN. CONGRATULATIONS. THANK YOU MAN. KEEP GOING. I APPRECIATE IT. YOU TOO. YOU'RE A HELL OF A PLAYER MAN. APPRECIATE IT. STAY HEALTHY. YOU TOO. O.K.

### **1:02:14;13 - NINE SECONDS**

WITH DAVE JENNINGS, I'M HOWARD DAVID HIGH ATOP THE NEW JERSEY MEADOWLANDS. THE JETS IN THEIR HOME GREEN. OF COURSE WITH THE WHITE HELMETS THROUGHOUT. CAROLINA IN THEIR ROAD WHITE UNIFORMS WITH THE BLUE TRIM AND THE SILVER HELMET.

FATE. HOW LONG DOES IT TAKE TO UNRAVEL? 9 SECONDS.

I'VE PLAYED FOOTBALL PROBABLY, WELL EVER SINCE I CAN REMEMBER.

I KNOW ONE OF THE FIRST THINGS I WANTED FOR CHRISTMAS WAS FOOTBALL HELMETS AND FOOTBALL PADS AND ALL THAT SORT OF STUFF. RYAN SUTTER WAS A BOY. HE LIKED FOOTBALL, FIREMEN AND MISCHIEF. HE WAS A NORMAN ROCKWELL PAINTING WITH SCRAPED UP KNEES. FOOTBALL CAME EASILY TO HIM. HE TURNED THE WALK-ON IN FIGHT AT THE UNIV. OF COLORADO, INTO A STARTING ROLL ON ITS 1997 NATIONALLY RANKED TEAM.

I DON'T THINK I WAS REALLY ON ANYONE'S RADAR AS FAR AS BEING AN NFL PROSPECT. I JUST HAD A BIG SEASON THAT YEAR SO I WAS SHOWING UP ON THE FILMS, AND THEN WAS DRAFTED EVENTUALLY BY THE BALT. RAVENS IN THE 5TH ROUND IN 1998.

GO LEFT! GO LEFT!

MINI-CAMPS WERE GREAT. THOSE ALL STARTED OUT FINE. ONCE WE GOT INTO THE REAL NFL TRAINING CAMP AND THERE'S RAY LEWIS. ALL THESE GUYS THAT YOU SORT OF WATCH AND ADMIRE. THEY HAVE THEIR OWN THING GOING AND YOU'RE JUST KIND OF THE NEW GUY IN THERE. IT JUST MOVES SO FAST.

IN THE NFL, FIRST TRIES DON'T OFTEN LAST LONG. SUTTER'S ENDED AFTER THE RAVENS 3RD PRESEASON GAME. HIS 2ND TRY CAME A WEEK LATER WITH AN UNSUCCESSFUL TRYOUT WITH THE RAIDERS. HIS 3RD TRY CAME

WITH A SPOT ON THE PANTHERS PRACTICE SQUAD. HE STAYED THERE FOR 12 WKS. BEFORE BEING NAMED TO THE ACTIVE ROSTER.

ON THE INSIDE COVER OF MY PLAYBOOK AT THE TIME I HAD WRITTEN ROOKIE OF THE YEAR. EVENTUALLY PRO BOWL. I GOT, I HAD REALLY HIGH ASPIRATIONS FOR MYSELF AND I PREPARED REALLY THOROUGHLY FOR THE GAME. THEY HAD VINNIE TESTAVERDE AS THEIR QB AT THE TIME. SO THEY WERE REALLY PASS-HEAVY, AND I WAS GONNA BE A NICKEL SAFETY. SO I WAS SUPER EXCITED. I WAS ALSO GOING TO BE ON ALL THE SPECIAL TEAMS. IT WAS JUST SORT OF THAT MOMENT THAT I HAD BEEN WAITING FOR THAT SORT OF, EVER SINCE I WAS 4 OR 5 YRS. OLD THIS WAS THE BIG MOMENT.

RADIO - JOHN CASEY WILL KICKOFF FOR THE CAROLINA PANTHERS TO EITHER AARON GLENN OR LEON JOHNSON.

I WAS SORT OF THE GUNNER POSITION AT THAT POINT. I HAD NOTHING REALLY SPECIAL THAT I HAD TO DO. JUST RUN DOWN THE FIELD AND TRY TO MAKE THE TACKLE. I SORT OF REMEMBER KIND OF BREAKING DOWN; RB'S KIND OF RUNNING SORT OF AWAY FROM ME AND JUST DIVING OUT IN A SORT OF DESPERATE ATTEMPT TO TRY TO TRIP THEM UP.

RADIO - LEON JOHNSON AT THE 8 YD. LINE. ANGLING TO THE LEFT TO THE 20. HE'S GOT A LITTLE BIT OF ROOM ACROSS THE 25 AND KNOCKED DOWN AT THE 30 YD. LINE.

AND GETTING UP TO LIKE MY SHOULDER NOT BEING WHERE IT WAS SUPPOSED TO BE. SHAWN GILBERT WAS ON THE TEAM, AND HE RUNS OUT AND SAYS WELCOME TO THE NFL. HE THINKS THAT MAYBE I'VE GOT A STINGER OR SOMETHING. I HAD TORN MY ROTATOR CUFF FROM THE BONE, AND THEN TORE A BUNCH OF TENDONS IN THE BACK OF MY SHOULDER AND STRETCHED OUT A BUNCH OF OTHER NOES. THE WHOLE PLAY TOOK 9 SECONDS THE WHOLE FROM WHISTLE, KICKOFF TO ME, TO BLOWING WHISTLE ON THE TACKLE WAS 9 SECS. AND THAT'S OFFICIALLY THE EXTENT OF MY CAREER, I SUPPOSE.

RADIO - SUTTER ENDURED SURGERIES AND REHAB. HE EVEN ATTEMPTED A COMEBACK IN 2005 WITH THE SAINTS. A TORN ACHILLES ON THE FINAL DAY OF MINI CAMP SEALED HIS FATE. BUT FATE IS A FUNNY THING.

OLSON, WHY DON'T YOU PUT A PROSAIC AND A PULLEY ON. I'VE BEEN IN FIREFIGHTING FOR 14 YRS. NOW, AND I'M A LIEUTENANT AT THE VALE FIRE DEPT. IN VALE COLORADO. IT'S NOT LIKE FOOTBALL'S EVER REALLY LEFT ME. I UTILIZE IT EVERYDAY AT THE FIRE SERVICE. THE TEAMWORK ELEMENT OF THAT AND BEING ABLE TO REACT QUICKLY JUST LIKE YOU WOULD ON THE FIELD. THE SAME APPLIES TO THE FIRE SCENE OR AN EMERGENCY SCENE IN

GENERAL. SO IT JUST..YOU KNOW, THE NFL WASN'T ...WASN'T IN THE CARDS. IT WASN'T FOR ME.

OH THE BOY? HE GOT THE GIRL TOO. 10 YRS. AGO HE MET AND MARRIED HER ON THE BACHELORETTE.

IT'S PRETTY MUCH GUARANTEED IF HE HAD CONTINUED PLAYING IN THE NFL WE WOULD NOT HAVE MET. WHEN DID WE SHOOT? WE SHOT OCT.? LIKE IT'S RIGHT IN THE MIDDLE OF FOOTBALL SEASON. HE WOULDN'T HAVE BEEN ABLE TO ACTUALLY DO THE SHOW.

LET'S TRY LONG THROWS BEFORE MOMMY GETS DOWN HERE. READY?

2 KIDS COMPLETED THE PICTURE AS FATE FINISHED OFF THE JOB.

DID YOU KNOW I USED TO PLAY FOOTBALL PEANUT? YEA. YOU'VE NEVER SEEN VIDEOS BECAUSE THEY'RE ALL ON VHS, HUH. I COULD DWELL ON MY NFL CAREER BEING MAYBE THE SHORTEST IN HISTORY. I CAN'T IMAGINE ANY BEING SHORTER UNLESS THERE WAS A ...LIKE A POOCH KICK OR SOMETHING. BUT, FOR WHATEVER REASON, IT LED ME TO WHERE I AM NOW; AND SOMEONE TOLD ME RECENTLY THAT PEACE IS UNDERSTANDING HOW TO THINK ABOUT THE WORLD AS IT IS, NOT HOW YOU WANT IT TO BE.

9 SECONDS OF YOUR LIFE AND, THANKS TO THOSE 9 SECS. AND WHAT HAPPENED AT THE END OF THEM, WE'VE BEEN ABLE TO CREATE A LIFETIME.

YEA, IT'S ALMOST LIKE THERE WAS THIS ALLOWANCE FOR ME TO GET TO REALIZE THAT DREAM BUT NOT TOO MUCH BECAUSE THERE WERE OTHER THINGS TO DO. SO, YEA, IT WAS 3 THINGS WHEN I WAS GROWING UP; AND I THINK THEY'RE PRETTY TYPICAL OF LOTS OF BOYS GROWING UP. BUT IT WAS FOOTBALL PLAYER, FIREFIGHTER AND COWBOY. ALL 3 OF THOSE THINGS WERE WHAT I WANTED TO DO. SO, 2 OUT OF 3 ..I GOT TIME FOR COWBOY I GUESS MAYBE LATER.

RADIO - THERE'S AN INJURED CAROLINA PLAYER FROM THEIR SPECIALTY TEAMS. AND THAT'S RYAN SUTTER, THEIR ROOKIE WHO THEY JUST ACTIVATED. BUT THAT'S HIS FIRST PLAY IN HIS NFL CAREER.

### **1:09:03:21 - COSTACOS BROTHERS**

THAT'S KIND OF LIKE THE GENERATION THING. HERE...STAY RIGHT HERE. THAT STUFF WAS AWFUL. AND THEN JOHN COSTACOS CAME OUT WITH THESE POSTERS. NOW THIS IS THE OFFENSIVE LINE AND I DON'T KNOW IF YOU REMEMBER THOSE BUT THESE WERE JUST AWFUL AS WELL.

AWFUL AS IN AWESOME IN A TOTALLY 80'S BRILLIANTLY CHEESY WAY.

THEY DID A LOT OF THESE POSTERS WITH DIFFERENT THEMES WITH A LOT OF DIFFERENT GUYS. SO MINE ENDED UP BEING THE RIFLEMAN. I KIND OF LIKED IT.

IT WAS LIKE BEING ON A MAN COVER! THAT WAS THE EQUIVALENT AT THAT TIME. GETTING A COSTACOS BROTHER POSTER OF YOURSELF. THAT'S HOW BIG YOU WERE. AND THAT'S HOW BIG THEY WERE AT THE TIME.

SEATTLE BROTHERS TAC AND JOHN COSTACOS HAD BECOME GIANTS IN THE SPORTS WORLD BY THEIR MID-20'S, AND THEY OWE IT ALL TO PRINCE?

I WOKE UP. MY ALARM CLOCK WAS PLAYING PURPLE RAIN, THE PRINCE SONG; AND THE WASHINGTON HUSKIES HAD JUST DEFEATED MICH. ON THE ROAD, AND THE DEFENSE REALLY DID A NUMBER ON THEM.

RADIO - HARBAUGH, AND IT IS INTERCEPTED.

SO CALLED MY BEST FRIEND UP AND SAID, "CAN YOU DESIGN A SHIRT THAT SAYS PURPLE RAIN, AND I'D LIKE TO HAVE THIS WASH. HUSKIE BALLPLAYER FALLING OUT OF THE SKY LANDING ON ANOTHER PLAYER."

SO THE OFF-SEASON JOHN SAID, "YOU KNOW I THINK I'M ONTO SOMETHING. LET'S START THIS BUSINESS IN T-SHIRTS" SO THAT'S HOW WE STARTED, IN T-SHIRTS. WE CREATED AN IDEA FOR THE RAIDERS THAT WAS "REAL MEN WEAR BLACK." AND I WAS DOWNTOWN AT A STORE CALLED THE LOCKER ROOM. THERE WAS A GIRL THAT WORKED THERE AND I WAS TALKING TO HER BECAUSE THEY SOLD OUR SHIRTS. AND I SAID, "WHAT DO PEOPLE ASK FOR THAT YOU DON'T HAVE?" AND SHE SAID, "A POSTER OF KENNY EASLEY." SO, DO YOU WANT TO MAKE POSTERS?

KENNY EASLEY WAS THE NFL'S DEF. PLAYER OF THE YEAR IN 1984. HE ALSO HELPED LAUNCH A POSTER EMPIRE.

I REMEMBER HIM LOOKING AT ME . HE'S A PRETTY INTIMIDATING GUY. AND HE SAID, "WELL, YOU'VE NEVER MADE A POSTER BEFORE. WHY SHOULD I DO THIS WITH YOU?" AND I SAID, "WELL I NEVER MADE A T-SHIRT BEFORE." AND IT WAS THE BIGGEST SELLING T-SHIRT THEY'VE HAD HERE. AND HE SAID YES. AND IF KENNY EASLEY HAD SAID NO, WE MAY NEVER HAVE BEEN IN THAT BUSINESS. EASLEY WAS UP HERE A LITTLE BIT. I THINK THIS IS WHERE WE HAD THE EASLEY STREET SIGN. SO EASLEY WAS SOMEWHERE RIGHT IN HERE; AND IF YOU LOOK RIGHT BACK THERE, THERE WAS JUST A PARKING LOT. THERE WAS NO BUILDING. THERE WAS JUST A PARKING LOT AND THE KINGDOME WAS IN THE BACKGROUND. WE'RE ALWAYS THANKFUL FOR HIM.

THINK ABOUT THAT. THAT GUY WAS ONE OF THE BIGGEST STARS IN THE NFL, AND THE GUY GAVE A CHANCE TO A COUPLE OF GUYS WITH NO EXPERIENCE. SO WE OWE HIM A LOT.

SOON, IT SEEMED LIKE EVERY KID IN AMERICA HAD A COSTACOS BROTHERS POSTER HANGING ON THEIR WALL.

SO THESE 2 BROTHERS HAVE TAKEN AN IDEA AND TRANSFORMED IT INTO A BUSINESS, AND IT'S THEIR BUSINESS THAT'S REDEFINING THE WAY SPORTS POSTERS ARE MARKETING IN AMERICA.

WE'RE ON 4TH & COLUMBIA IN DOWNTOWN SEATTLE.

WE'RE AT THE GARAGE. WE'RE AT THE GARAGE.

IT'S CALLED "THE GARAGE." AND THIS IS WHERE WE STARTED THE BUSINESS. YOU CAN SEE THE OLD FADED COSTACOS BROTHERS ENTERPRISE'S SIGN. THIS WAS 28 YRS. AGO. YEA. WE WERE WORKING AND WE WERE UP AT 6 AND GOING TO BED AT MIDNIGHT; AND IT WAS 7 DAYS A WEEK.

THERE WAS A TIME THERE WE WERE RUNNING OUR WAREHOUSE 24/7.

FROM HUMBLE BEGINNINGS, THE COSTACOS BROTHERS TURNED FOOTBALL PLAYERS INTO SUPER HEROES.

THE BEAUTY OF JOHN AND HIS BROTHER IS THAT THEY DID THINGS THAT FIT THE PERSONALITY OF THE PLAYER. THEY WEREN'T TRYING TO CREATE THIS ALTER EGO. EVERYTHING THAT THEY DID MAGNIFIED THE PERSONALITY OF THE PLAYER.

THIS WAS A VEHICLE FOR THEM TO CRAFT AN IMAGE OF... IT WASN'T A MONEYMAKER FOR THEM. THEY DID IT BECAUSE THEY WANTED TO, BECAUSE THE MONEY WASN'T GOING TO BE SIGNIFICANT AT ALL.

STEVE LARGENT WAS TOUGH TO COME UP WITH BECAUSE HE WAS SUCH A CLEAN-CUT GUY. WE CAN'T DRESS STEVE LARGENT UP AND MAKE HIM SOME BAD ASS GLADIATOR. I WAS ON 6TH AVE. TAKING THE EXIT OFF I-5, AND I TURNED THE CORNER AND THERE'S A BLUE ANGELS BUMPER STICKER. AND THAT'S WHERE I GOT THAT ONE FROM.

IT WAS A LITTLE GOOFY. I MEAN I WASN'T GONNA WEAR ANYTHING THAT HAD FEATHERS ON IT OR WEIRD STUFF. THEY GOT AN OLD JET FROM SOME HANGER AND PAINTED IT UP. IT WAS SILLY BUT IT WAS FUN.

THE PROPS USED TENDED TO BE STRAIGHT OUT OF AN 80'S ACTION MOVIE.

IT WAS FUN TO GO IN THE ARMY SURPLUS. CAN WE HAVE THAT? HOW MUCH IS THAT? CAN WE JUST BORROW THIS? WE DON'T WANT TO KEEP IT. CAN WE BORROW IT? CAN WE BORROW THAT BIG GIANT MACHINE GUN?

GOING IN THERE AND I REMEMBER GOING, OH, LOOK AT THIS BOMB. IT'S A BOMB OF SOME KIND. IT'S THIS BIG. LET'S PUT THAT IN THE POSTER. IT REALLY WAS A DIFFERENT TIME.  
YOU COULD NEVER DO SOME OF THE THINGS THAT WE DID. YOU COULDN'T DO CHICAGO VICE TODAY.

WHEN WE DID CHICAGO VICE, WE WERE GONNA PUT FOOTBALLS IN THEIR HANDS. WE WEREN'T GONNA HAVE GUNS IN THEIR HANDS.

SWEETNESS, WALTER PAYTON, WHOSE CAR WAS BEING USED AS A PROP, WAS USED TO CARRYING A FOOTBALL. HE WANTED TO BE AN ACTION HERO.

SOMEBODY HAD BROUGHT HIS LAMBORGHINI TO THE STADIUM EARLY FOR US TO SHOOT IN THE STADIUM. SO WE'RE GONNA STAND YOU GUYS HERE. PUT THE FOOTBALLS IN YOUR HANDS. AND HE GOES OVER TO HIS CAR AND HE OPENS THE TRUNK. HE GOES, "YOU WANT TO USE SOME OF THESE?" WE SHOT SOME WITH THE FOOTBALLS AND THEN WE SHOT A BUNCH WITH THE GUNS.

FOR AN 8 YR. STRETCH THE COSTACOS BROTHERS POSTERS DEFINED A GENERATION OF SPORTS FANS. THEY HAVE OVER 300 POSTERS FROM ALL SPORTS TO THEIR CREDIT.

THIS COULD BE ONE OF MY FAVORITES. YOU KNOW, IT'S HARD TO TELL BECAUSE THEY'RE LIKE YOUR CHILDREN. BUT I MEAN THAT ONE IS JUST SO MUCH FUN.

EVERY POSTER I COULD POINT OUT, I WOULD DO THIS DIFFERENTLY. I WOULD DO THAT DIFFERENTLY. BUT THAT RONNIE LOTT DESIGNATED HITTER POSTER, I DON'T THINK...I THINK IT SAYS IT ALL REALLY SIMPLY; AND WHEN I LOOK AT IT IN THE WAY THAT IT WAS SHOT, I DON'T THINK I'D CHANGE A THING. SO I WOULD SAY THAT'S MY FAVORITE BECAUSE THERE'S NOTHING I WOULD CHANGE ON IT.

JOHN AND TAC SOLD THE BUSINESS IN 1996, AND THE POSTER WORLD HAS NEVER BEEN THE SAME. THEY MAY NOT BE HOUSEHOLD NAMES BUT THEIR INFLUENCE ON SPORTS IS STILL FELT TODAY.

THEY HAVE A PLACE IN THINGS THAT REVOLUTIONIZED THE GAME. THINGS THAT REALLY EVOLVED THE GAME, DEVELOPING PERSONALITIES. I DON'T THINK WITHOUT THOSE POSTERS, WE WOULDN'T SEE SOME OF THE CREATIVITY THAT WE SEE NOW IN COMMERCIALS OR OTHERWISE.

IT'S NOT SOMETHING WE THOUGHT ABOUT OR DISCUSSED. WE JUST MADE POSTERS THAT WE THOUGHT KIDS WOULD WANT TO BUY. IT'S THAT SIMPLE.

WE WANTED TO TURN THESE GUYS INTO SUPERHEROES, PLAIN AND SIMPLE.

(END)