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## **NFL ANNOUNCES MOTOROLA'S NFL COACH OF THE WEEK AWARD**

### ***Fans to Vote for Winners on NFL.com***

The National Football League is launching "Motorola's NFL Coach of the Week" award beginning this October and running through the remainder of the regular season. The new award will honor the head coach whose game plan plays the greatest role in his team's victory. Three finalists will be nominated by the NFL each week and fans will have the chance to vote at NFL.com for the head coach they believe deserves "Motorola NFL Coach of the Week" honors. In January, voting will be held on NFL.com to determine the "Motorola NFL Coach of the Year."

Fans will have the opportunity to vote for one of three nominated coaches on NFL.com from Tuesday morning through noon EST each Friday to determine the "Motorola NFL Coach of the Week." The winners will be announced Friday afternoon on NFL.com.

"Motorola is pleased to be working with the NFL to recognize the incredible contributions coaches make to the success of their teams," said Kathleen Finato, Senior Director of North American Marketing at Motorola. "Their tireless commitment to excellence, game planning and ability to make tough decisions in the face of incredible pressure is often the difference between victory and defeat."

Motorola's brand has become synonymous with NFL coaches through the coaches' headsets worn during every NFL game. Motorola believes NFL coaches are game-changing innovators whose creativity and expertise are fueling the exciting brand of football enjoyed by millions of fans around the world.

Motorola, the NFL's exclusive telecommunications hardware sponsor – both at the league level and with all 32 NFL teams – recently announced a five-year extension with the NFL. Motorola's leadership in MESH networks and wireless communication will be called upon to enhance various types of communications on the field. Originally developed for military applications, MESH networks are changing the way organizations communicate in a new world of Seamless Mobility. They provide encrypted, high-performance and scalable, mobile networking solutions.

### **About Motorola**

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$35.3 billion in 2005. For more information about our company, our people and our innovations, please visit [www.motorola.com](http://www.motorola.com).