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**BRONCOS RB MIKE BELL, SAINTS RB REGGIE BUSH,
TENNESSEE DB CORTLAND FINNEGAN, SEAHAWKS P RYAN PLACKEMEIER
& TEXANS LB DE MECO RYANS
CANDIDATES FOR DIET PEPSI NFL ROOKIE OF THE WEEK HONORS**

Fans To Vote For Winner On NFL.com and Via Sprint Wireless Service

Running back **MIKE BELL** of the Denver Broncos, running back **REGGIE BUSH** of the New Orleans Saints, defensive back **CORTLAND FINNEGAN** of the Tennessee Titans, punter **RYAN PLACKEMEIER** of the Seattle Seahawks and linebacker **DE MECO RYANS** of the Houston Texans are the finalists for **DIET PEPSI NFL ROOKIE OF THE WEEK** honors for games played on September 7-11, the NFL announced today.

Fans can vote for one of these five players on NFL.com beginning Tuesday at 9am EST and ending on Thursday at 5pm EST to determine the **DIET PEPSI NFL ROOKIE OF THE WEEK**. The **DIET PEPSI NFL ROOKIE OF THE WEEK** will be announced Thursday evening on NFL.com.

In addition, for the second year, NFL fans may cast their votes for the **DIET PEPSI NFL ROOKIE OF THE WEEK** using phones with Sprint wireless service - an opportunity available only to Sprint customers. This fast, convenient voting method involves texting the word **PEPSI** to short code **7777**. Sprint customers will then receive an interactive text message that links fans to the ballot with the five finalists each week. Data and text messaging rates may apply.

After the regular season, five players will be nominated for Diet Pepsi NFL Rookie of the Year honors. Fans can vote for the winner on NFL.com throughout the month of January. The winner will be announced at a press conference at Super Bowl XLI in South Florida.

A closer look at the finalists:

- **Denver's Mike Bell** carried 10 times for 58 yards, including a one-yard, second-quarter touchdown run in the Broncos' 18-10 loss to the St. Louis Rams. Bell, whose longest run of the day was 36 yards, also caught four passes for 30 yards and returned two kickoffs for 40 yards, accounting for 128 all-purpose yards in his NFL debut.
- **New Orleans' Reggie Bush** ran for 61 yards on 14 carries and caught eight passes for 58 yards in the Saints' 19-14 victory over the Cleveland Browns. Bush, who added three punt returns for 22 yards, recorded 141 all-purpose yards in his NFL debut.
- **Tennessee's Cortland Finnegan** recorded five tackles, one sack and one forced fumble in the Titans' 23-16 loss to the New York Jets. Finnegan's fourth-quarter sack caused a fumble which was recovered by the Titans and led to their game-tying touchdown to make it 16-16 with just less six minutes left in the game.
- **Seattle's Ryan Plackemeier** punted five times for an average of 52.6 yards per punt in the Seahawks' 9-6 victory over the Detroit Lions. In a game of field position, Plackemeier placed two punts inside the Lions' 20-yardline and had a long punt of 63 yards.

- **Houston's DeMeco Ryan** led the Texans with 12 tackles in Houston's 24-10 loss to the Philadelphia Eagles. Ryan was also credited with an assisted tackle, giving him a total of 13, five more than the nearest Texans defender.

This is Pepsi's fifth year as the official soft drink sponsor of the NFL and the second year that Diet Pepsi will present the NFL Rookie of the Week and NFL Rookie of the Year awards.