

NEWS



NATIONAL FOOTBALL LEAGUE
280 Park Avenue, New York, NY 10017
(212) 450-2000 * FAX (212) 681-7573
WWW.NFLMedia.com

Joe Browne, Executive Vice President-Communications
Greg Aiello, Vice President-Public Relations

ROZELLE: BUILDING AMERICA'S GAME

TO PREMIER ON CBS ON SATURDAY, NOVEMBER 26
@ 2:00 PM (ET)/11:00 AM (PT)

"I don't think anyone was more important to the growth of American sports than Pete Rozelle."

Michael MacCambridge
NFL Historian

Mt. Laurel, NJ – *Rozelle: Building America's Game*, premiering Saturday, November 26 at 2:00 PM ET/11:00 AM PT on CBS, is the epic story of the growth of pro football through the eyes of the man who led the way.

The one-hour special from NFL Films chronicles the life of **Pete Rozelle** from his early years as a public relations man in California through his time as general manager of the Los Angeles Rams and then as NFL Commissioner, guiding the league into prominence during his 29-year tenure.

Through the use of exclusive archival footage and personal insights from more than 30 family members, friends and associates, NFL Films provides viewers with a rare insight into the man recognized by *The Sporting News* as the most powerful person in sports in the 20th century.

The show includes interviews with brother **Dick Rozelle**, daughter **Anne Marie Bratton**, former Browns and Ravens owner **Art Modell**, Giants general manager **Ernie Accorsi**, television executive **Don Ohlmeyer**, NFL Commissioner **Paul Tagliabue**, Pro Football Hall of Fame quarterback **Joe Namath**, Raiders owner **Al Davis**, NFLPA Executive Director **Gene Upshaw**, broadcaster **Pat Summerall**, journalist **Paul Zimmerman** and NFL historian **Michael MacCambridge**.

About NFL Films

Since 1964, **NFL Films** has revolutionized the way America watches football and set the standard in sports filmmaking. Winner of 91 Emmy awards, the 40-year-old production company is widely recognized as the most honored filmmaker in sports. In 2002, NFL FILMS opened a 200,000-square foot state-of-the-art television and motion picture production facility in Mt. Laurel, New Jersey, where it continues to operate as one of the last great, self-contained "Hollywood" studios by producing and distributing hundreds of hours of original NFL programming annually for NFL Network, broadcast and cable networks, NFL.com, home videos, DVDs and CD-ROMs. For more information, log onto www.NFLFILMS.com.