

NEWS



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NFL.COM KICKS OFF 2005 FANTASY SEASON WITH FREE GAMES & NEW MULTIMEDIA EXTENSIONS

Free NFL Fantasy 2005 Game, Includes Live Scoring

First-ever NFL Fantasy Football Television Preview Show

First-ever NFL.com Fantasy Football Preview Magazine

*Chad Johnson & LaDainian Tomlinson Star in NFL.com Commercials, produced by
NFL Network*

Did you sign up with your friends for the best free 2005 fantasy football game with free live scoring? Should you go with quarterback **PEYTON MANNING** of Indianapolis or **DAUNTE CULPEPPER** of Minnesota ... running back **PRIEST HOLMES** of Kansas City or **LA DAINIAN TOMLINSON** of San Diego? Where can you get all the most up-to-date fantasy information and scouting reports?

NFL.com is the ultimate fantasy football destination, providing free fantasy football games, the best fantasy news and analysis services, and a range of multimedia extensions.

Games

NFL.com kicks off the new season with four fantasy football games, including three free games: NFL Fantasy 2005 (which includes free live scoring), NFL Challenge 2005, and NFL Touchdown 2005. In addition, NFL.com offers the subscription NFL League Manager 2005 game, which includes customized scoring and other features.

News and Analysis Services

NFL.com provides daily news and analysis for the fantasy player as well as the weekly NFL Fantasy Report, an email newsletter providing additional fantasy perspective. For advanced players, NFL.com offers its ultimate fantasy news subscription service, "NFL Fantasy Extra."

Preview Magazine

For the first time, NFL.com is producing a fantasy football preview magazine.

NFL.COM FANTASY FOOTBALL 2005 PREVIEW, published by NFL Publishing and Time Inc. Home Entertainment, is priced at \$7.99 and features 160 pages of in-depth, position-by-position scouting reports, depth charts, draft cheat sheets, mock drafts, statistics and features. The magazine is now available on newsstands.

Television Special

The **NFL FANTASY 2005** television special, produced by NFL Films, previews the upcoming NFL season in the context of fantasy football. Hosted by Paul Burmeister and Brian Baldinger, the show features highlights of top fantasy performers including **TIKI BARBER**, **MARVIN HARRISON** and **DONOVAN MC NABB**. It is the first fantasy football program to include NFL game footage. The program will air in August in local markets as well as on NFL Network and video-on-demand.

Television Advertising Campaign

Tomlinson and Cincinnati Bengals wide receiver **CHAD JOHNSON** star in NFL.com's fantasy football ad campaign which begin airing this week. The spots, highlighting draft day for the "Maple Street Fantasy League," were produced by NFL Network and developed in conjunction with PLAYERS INC. The commercials will air during nationally-televised preseason games as well as on NFL Network.

"Fantasy football is a great way for fans to get involved with the NFL and its players," said **CHRIS RUSSO**, NFL senior vice president of new media and publishing. "With our new content, NFL.com and the team websites are the ultimate destinations for fantasy football players."

During the 2004 season, a monthly average of **13.3 million unique users** visited the NFL Internet Network -- the best average of any sports league.

The NFL Internet Network, comprised of NFL.com, the websites of the League's 32 clubs and related sites, was established in March 2000. NFL.com is produced and hosted in partnership with CBS SportsLine.com, a leading Internet sports media organization and a part of CBS Digital Media.

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