



FOR IMMEDIATE RELEASE
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SUPERBOWL.COM CELEBRATES 40TH SUPER BOWL

Top Analysts to Write "Super Blogs" and Rank 10 Greatest Super Bowls

Extensive Multimedia Offerings Include NFL Network & Sirius NFL Radio Content

Super Bowl MVP Voting For Fans

While the "Road to Super Bowl XL" reaches its destination in Detroit, fans will once again find a familiar online location for all latest news and information around the big game, **SUPERBOWL.COM**.

NFL fans will be able to experience more multimedia content than ever before. Highlights will include NFL Network news reports and features, streaming audio of Sirius NFL Radio, and a complete section devoted to the NFL's "Road to Forty" advertising campaign offering all of the commercials as well as behind-the-scenes footage and interviews with the NFL greats in the spots.

SUPERBOWL.COM also will feature a powerful lineup of analysts with Super Bowl experience, including Super Bowl XXI MVP **PHIL SIMMS**, three-time Super Bowl winner **SHANNON SHARPE**, Cincinnati Bengals Super Bowl XXIII teammates **BOOMER ESIASON** and **CRIS COLLINSWORTH** and Oakland Raiders Super Bowl XXXVII lineman **LINCOLN KENNEDY**. In addition, NFL Network's **RICH EISEN** and **ADAM SCHEFTER** will write columns while Schefter, **GIL BRANDT**, who helped build the Dallas Cowboys' dynasty which won two Super Bowls in the 1970s, former NFL personnel executive **PAT KIRWAN**, and NFL.com national editor **VIC CARUCCI** write up-to-the minute "**Super Blogs**." Nick Bakay's Xtra Large Blog will provide daily commentary about Super Bowl media coverage throughout the week and during the game. Actor/comedian Bakay appeared regularly on NFL Network this season.

These analysts will draw upon their Super Bowl experience to give fans insight into the game and key match-ups to watch for. **SUPERBOWL.COM** will also offer a unique variety of features that allow users inside the game, with access to the press conferences and locker rooms and behind-the-scenes at all the entertainment festivities leading up to the game.

Super Bowl XXXII MVP and NFL Network analyst **TERRELL DAVIS** will join the analysts in a first-ever **SUPERBOWL.COM** ranking of the Top 10 Super Bowls. The rankings will include video highlights of those games along with recaps and analysis.

For the sixth consecutive year, fans will be able to vote for Super Bowl MVP on **SUPERBOWL.COM**. In addition, fan votes from wireless devices, including those with the Sprint wireless service, will be added to the online tally. In the fourth quarter of the game, fans, along with a media panel, will select the MVP, who receives the Pete Rozelle Trophy along with a 2007 Cadillac Escalade. Combined votes on **SUPERBOWL.COM** and wireless devices will count 20 percent towards the MVP.

Other features on **SUPERBOWL.COM** include:

- Live video of Super Bowl week press conferences courtesy of NFL Network.
- Clips from other NFL Network programming, including “NFL Total Access” and “Playbook.”
- Video highlights of the previous 39 Super Bowls.
- A live 24-7 audio stream of Sirius NFL Radio (beginning on January 30 at 8 AM ET).
- An NFL Network special showing Super Bowl XL commercials.
- NFLHS.com reporter **Dominique Douglas**, a senior receiver/defensive back from Detroit Murray-Wright High School who will attend Iowa in the fall, will file a report from Tuesday’s Media Day at Ford Field. Douglas hopes to follow in the footsteps of Super Bowl XXXVII NFLHS.com reporter **Reggie Bush**, who won the Heisman Trophy at USC in December.
- Fantasy football fans can monitor their squad's performance in the SuperBowl.com Playoff Challenge and have a chance to win a trip to Super Bowl XLI in South Florida.
- **SUPERBOWL.COM** will cover the pageantry and pop culture aspects of the Super Bowl with celebrity interviews and coverage of the parties and entertainment performances including a live stream of the VH1 presents the Pepsi Smash Super Bowl Bash.
- During the game, fans can log onto **SUPERBOWL.COM** for the site’s GameCenter statistical application and hear foreign language audio feeds.
- **SUPERBOWL.COM** will offer KIDS.SUPERBOWL.COM where children of all ages can read Q&A sessions with NFL players, view Super Bowl photo galleries, get football facts and play football related games.

For the sixth consecutive year, **SUPERBOWL.COM** is produced in partnership by CBS SportsLine.com, a leading Internet sports media organization and division of CBS Sports, which hosts and produces NFL.com year-round.

SUPERBOWL.COM is presented by Diet Pepsi, and is part of the NFL Internet Network, the most popular sports league property. More than 2.2 million fans visited **SUPERBOWL.COM** on game day last year.

SUPERBOWL.COM can be accessed directly at www.superbowl.com as well as through NFL.com, CBS SportsLine.com and AOL Keyword: superbowl.com.

About CBS SportsLine.com

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Contacts:

Dan Masonson, NFL
(212) 450-2081
masonsond@nfl.com

Alex Riethmiller, CBS SportsLine.com
(954) 489-4000 ext. 7535
ariethmiller@cbs.com