



News Release

Sprint Nextel Corporation
2001 Edmund Halley Drive
Reston, Va. 20191



Media Contact:

Mary Nell Westbrook, Sprint, 913-794-3605
marynell.westbrook@mail.sprint.com

Brian McCarthy, National Football League, 212-450-2000
mccarthyb@nfl.com

Sprint and National Football League Ink First-of-Its-Kind, Exclusive Wireless Content and Sponsorship Deal – Delivering the Ultimate Fan Experience

Sprint and the NFL will connect to fans through exclusive game highlights, original programming and significant sponsorship of key NFL events as part of an innovative five-year agreement

OVERLAND PARK, Kan., and RESTON, Va. — August 15, 2005 — Sprint [NYSE: S] and the National Football League (NFL) today announced the completion of a groundbreaking deal that secures Sprint as the official wireless telecommunications service sponsor of the NFL, marking an historic arrangement that reaches beyond marquee branding and delivers first-ever, exclusive NFL content and original programming.

“No other sports marketing arrangement comes close to the fan benefits that we’ve achieved with the NFL. It represents a clear departure from the standard sports sponsorship, and delivers exclusively into the hands of Sprint customers and fans an entirely new and interactive experience,” said Tom Murphy, vice president of sponsorships at Sprint. “Beginning this NFL season, innovation takes on new meaning for fans who will be connected to the NFL in a way that’s uniquely their own.” Sprint and Nextel have a history of maximizing sponsorship relationships and the NFL allows an unparalleled content platform to leverage.

Shortly after the kickoff of the 2005 NFL season, Sprint will deliver exclusive and original NFL content to mobile phones in new and compelling formats. Recognizing the needs of an increasingly mobile lifestyle, the arrangement delivers on customers’ demands for instant gridiron gratification.

For the first time, original live and exclusive content is being developed from the two organizations as part of the agreement. The following outlines the unique content areas of the deal:

- 1) **Exclusive game highlights/live updates.** Only Sprint customers will receive audio and video highlights following the conclusion of the game broadcast window. During the game window, Sprint will distribute audio highlights, live text updates, scores and statistics.
- 2) **Live video - NFL Network.** Sprint will deliver live NFL Network programming as well as news updates, weekly features, press conferences and daily features from the flagship “Total Access” show.
- 3) **Video on demand – NFL and Sprint Films.** The NFL will tap its vast NFL Films’ archive to provide Super Bowl highlights and other packages, including “The Best of

NFL Films.” For the first time in history, Sprint and the NFL will partner to produce original content for fans.

4) **Fantasy Football.** NFL fans will be able to manage and monitor their fantasy football team, have access to real-time statistics and highlights of their players – all via the Sprint network.

5) **Ring Tones/Screensavers/Wallpaper.** Sprint will distribute ring tones, screensavers and wallpaper, including exclusive product related to major NFL events, such as the NFL Draft and Super Bowl.

6) **Polls, contests and sweepstakes.** Sprint and the NFL will engage in wireless polling, sweepstakes and contests. Fans will be able to vote for Pro Bowl selections and Super Bowl MVP via the Sprint network.

“The NFL is pleased to provide an exciting new service to our fans over Sprint’s network,” said Chris Russo, senior vice president of new media and publishing at the NFL. “With exclusive content, interactive features, and programming from NFL Network and NFL Films, Sprint subscribers will be able to experience the NFL in an entirely new way.”

Layering onto the magnitude of the sponsorship, Sprint will be the presenting sponsor of the NFL Opening Kickoff 2005 event, a three-city football and music special on ABC prior to the New England Patriots and the Oakland Raiders game in Gillette Stadium on Sept. 8. Further, Sprint will partner with the NFL as the exclusive sponsor of Super Bowl MVP and Pro Bowl balloting on mobile phones via: text messaging, online at NFL.com and in retail stores nationwide. Sprint also will sponsor the Pro Bowl Selection Show on ESPN in December and the Pro Bowl Skills Challenge on ESPN in February 2006.

The terms of the agreement were not disclosed.

About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services to consumer, business and government customers. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks offering industry leading mobile data services; instant national and international push-to-talk capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit www.sprint.com.

###