



FOR IMMEDIATE RELEASE  
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**“NFL OPENING KICKOFF 2006 PRESENTED BY SPRINT”**  
**TO CELEBRATE PITTSBURGH STEELERS SUPER BOWL WIN AND**  
**SALUTE CITY OF PITTSBURGH**

**SHOW TO FEATURE PERFORMANCES BY RASCAL FLATTS, DIDDY**  
**AND CASSIE FROM PITTSBURGH AND MIAMI BEACH**

**MARTINA McBRIDE TO SING NATIONAL ANTHEM**

**NBC Special On Sept. 7, 8-8:30 p.m., Precedes NFL Kickoff 2006:  
MIAMI DOLPHINS vs. PITTSBURGH STEELERS**

The NFL will start its 87<sup>th</sup> season with surf and turf as part of a two-city pregame special show, "NFL OPENING KICKOFF 2006 PRESENTED BY SPRINT," – on NBC at 8:00 PM ET Thursday, Sept. 7. **RASCAL FLATTS**, **DIDDY**, and **CASSIE** all will perform.

The performances are part of the two-city celebration to kick off the 2006 season, honor the Super Bowl champion Pittsburgh Steelers and the city of Pittsburgh and look ahead to Super Bowl XLI, slated for Feb. 4, 2007 in South Florida.

The 30-minute show will lead into the season opener between the Steelers and Miami Dolphins at Heinz Field (NBC, Westwood One/CBS Sports, 8:30 PM ET).

**RASCAL FLATTS** will perform from Heinz Field in Pittsburgh and **MARTINA McBRIDE** will sing the national anthem. **DIDDY** and **CASSIE** will appear in Miami as part of a free concert on a specially designed stage on South Beach adjacent to Ocean Drive at 7<sup>th</sup> Street.

This is the third consecutive year that the NFL has saluted the Super Bowl champions with the opening game in their stadium on a Thursday in primetime.

**WHITE CHERRY ENTERTAINMENT**, which produced the last two Opening Kickoff programs, will team to produce this year's show with **DON MISCHER PRODUCTIONS**, which has produced the two most recent Super Bowl pregame and halftime shows.

In addition to presenting sponsor Sprint, top tier sponsors for the NFL's kickoff platform include Campbell's, Canon, Coors, EA Sports and GMC. Associate sponsors are Gatorade, Pepsi and Visa.

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