

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

FOR IMMEDIATE RELEASE
NFL-61 9/12/06

NFL & Apple Offer 2006 NFL Highlights on the iTunes Store

Highlights of All Regular Season NFL Games & NFL GameDay from NFL Network Available for \$1.99 Each

NEW YORK and SAN FRANCISCO—The National Football League (NFL) and Apple® today announced that they will bring 2006 NFL regular season action to the iTunes® Store (www.itunes.com), offering video downloads of highlights from individual NFL games the day after they are played.

For the first time ever, football fans will be able to download highlights of each NFL regular season game for \$1.99 per game. Fans may purchase a “Follow Your Team” Season Pass for \$24.99 and have game clips from their favorite teams delivered automatically as they become available for viewing on a computer or iPod®.

NFL fans will also be able to download NFL Network’s *NFL GameDay*, hosted by Rich Eisen with Steve Mariucci and Deion Sanders. This all-inclusive Sunday night wrap-up show offers the most comprehensive NFL coverage on television, with highlights from every NFL game plus post-game reaction and expert analysis, all for \$1.99 per show or \$19.99 for a full season.

“We are dedicated to bringing the best NFL action to NFL fans wherever they are,” said Brian Rolapp, NFL vice president of media strategy. “Offering NFL highlights produced by Emmy Award-winning NFL Films and NFL Network’s *NFL GameDay* on iTunes is a great way for fans to not only follow their team but also experience the NFL as they never have before.”

“We’re thrilled to bring all the top action from the 2006 NFL season to football fans via iTunes,” said Eddy Cue, Apple’s vice president of iTunes. “With approximately ten minutes of game highlights from every NFL game, NFL fans will be able to download exclusive highlights that give a unique perspective of each game.”

Beginning September 18 and on each Monday thereafter during the regular season, fans will be able to download extensive action from Sunday games on

iTunes for \$1.99 per game, with Monday night games available on Tuesday. The \$24.99 “Follow Your Team” Season Pass allows fans to select any of the 32 NFL teams and have game highlights from each of their 16 games automatically downloaded when they become available the following day. All Week 1 NFL game downloads become available on iTunes on September 18.

The iTunes Store now features over 3.5 million songs, 65,000 podcasts, 20,000 audiobooks, over 5,000 music videos and 220 television shows. With Apple’s legendary ease of use, pioneering features such as integrated podcasting support, iMix playlist sharing, seamless integration with iPod and groundbreaking personal use rights, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

NFL Network airs seven days a week, 24 hours a day on a year-round basis and is the first television network fully dedicated to the NFL and the sport of football. For more information, log onto www.nfl.com/nflnetwork/home.

#