

## **UWE BERGHEIM NAMED MANAGING DIRECTOR OF NFL EUROPE**

**UWE BERGHEIM**, a leading executive with more than 25 years of experience in advertising, sales, and marketing, has been named NFL Managing Director of Europe. NFL Senior Vice President **MARK WALLER** made the announcement today in New York.

For the past five years Bergheim was CEO of the German mobile phone operator E-Plus. Prior to that he was CEO of Johnson & Johnson where he was responsible for the company's operation in Germany and Austria. He also served as marketing & sales director for Mars GmbH.

"We are extremely pleased to welcome Uwe to the NFL," says Waller. "He brings a wealth of international marketing and management experience to capitalized on the business opportunities we face in Europe. He will ensure that our aggressive strategy for the market resonates and is relevant with local fans."

"I am very excited to join the NFL and embrace the challenge of building this fantastic game in Europe," says Bergheim, who assumes his new role immediately. "We have a strong foundation from which to work as we explore numerous ways to enhance the appeal of the NFL in Europe."

Bergheim will be responsible for all NFL business operations in continental Europe including the relaunch of the NFL Europe League from its new headquarters in Frankfurt.