

NEWS



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NFL PARTNERS WITH TELEMUNDO FOR NFL OPENING KICKOFF 2006

Spanish-speaking football fans can enjoy NFL events in their own language as Telemundo becomes the new Official Hispanic Media Partner of the 2006 NFL Opening Kickoff. This partnership, recently signed by both the NFL and the US Hispanic network, involves the broadcasting of the upcoming September 7th NFL Kickoff Concert scheduled to take place in Miami, which will air on September 9th, and a Celebrity Flag Football Event, which will air on Super Bowl Saturday, February 3rd.

"We are excited to provide our Spanish-speaking fans with special programming to celebrate the start of the 2006 NFL season," said Peter O'Reilly, NFL director of marketing. "Our Telemundo partnership will serve as the first ever Spanish television extension of NFL Opening Kickoff. We look forward to working with Telemundo to better serve our Latino fans."

On Saturday, September 9th, at 9pm Eastern/ 8pm Central/ 9pm Pacific, Telemundo will televise a two-hour NFL Opening Kickoff special entitled "Coors Light Presenta NFL Kickoff 2006" that will include footage of a music concert in Miami with three-time Grammy winner Diddy, Cassie, reggaeton singer Tego Calderon, the Latino rock band Ozomatli and DJ Riz, as well as interviews with Hispanic NFL players.

"This partnership is significant and symbolic because it combines the strength of two powerful organizations and recognizes the importance of the Hispanic community that our network serves," said Jorge Hidalgo, senior executive vice president of sports and news for Telemundo Network. "The NFL is the premiere professional league in the country and the fact that they, as an organization, have tasked themselves to become more involved with our viewers through this association makes them an ideal partner for Telemundo. We see this as the first step in what will hopefully become a greater association between the NFL and our community," the Telemundo executive concluded.

For those viewers interested in watching NFL games this season "en español," they can tune-in to NBC network and select the SAP (Secondary Audio Programming) of their television sets, where Telemundo's renowned sportscasters Rene Giraldo and Edgar Lopez will call the Sunday night games in Spanish.

This partnership also provides Telemundo with the unique opportunity to expand its coverage of the NFL throughout its existing properties, such as "Titulares Telemundo,"

in an official capacity. Both the NFL and Telemundo will present a public service announcement platform during Hispanic Heritage month as well.

Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news and sports source for Hispanics. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic households in 142 markets through its 16 owned-and-operated stations, 36 broadcast affiliates and nearly 684 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.

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