



**BACK TO
FOOTBALL**



KICKOFF

2010

INFORMATION GUIDE



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SAINTS & VIKINGS KICK OFF SEASON ON THURSDAY, SEPTEMBER 9

It all gets going at the Louisiana Superdome on Thursday, September 9!

That night, the NFL will kick off its 2010 season when the Super Bowl XLIV champion **NEW ORLEANS SAINTS** host the **MINNESOTA VIKINGS** on NBC at 8:30 PM ET.

This year's opening game is a rematch of last season's thrilling NFC Championship Game, won by the Saints 31-28 in overtime. In 2009, the Vikings won the NFC North with a 12-4 record and the Saints captured the NFC South with a franchise-best 13-3 mark en route to the team's first-ever Super Bowl victory.

"I can't imagine it being any more charged than the last time we were down there," says Vikings head coach **BRAD CHILDRESS**. "That's always a great, hostile environment to play in."

Continuing a tradition that started in 2004, the previous year's Super Bowl winner hosts the NFL Thursday night season kickoff contest the following September.

On Thursday, September 9 fans will be able to witness a celebration at the Louisiana Superdome preceded by a music and football event in New Orleans.



A rundown of the NFL Thursday night season openers:

NFL KICKOFF WEEKEND THURSDAY OPENERS

DATE	SITE	RESULT (HOME TEAM IN CAPS)	RECAP
Sept. 5, 2002	Giants Stadium	San Francisco 16, NY GIANTS 13	San Francisco kicker Jose Cortez kicks a 36-yard field goal with six seconds remaining to lead the 49ers to victory in the NFL's first Thursday-night opener since 1949.
Sept. 4, 2003	FedExField	WASHINGTON 16, NY Jets 13	Washington kicker John Hall converts a game-winning 50-yard field goal with five seconds remaining to lift the Redskins past his former team.
Sept. 9, 2004	Gillette Stadium	NEW ENGLAND 27, Indianapolis 24	New England quarterback Tom Brady passes for 335 yards and three touchdowns as the defending Super Bowl champions defeat the Colts.
Sept. 8, 2005	Gillette Stadium	NEW ENGLAND 30, Oakland 20	New England quarterback Tom Brady leads the offense by throwing for 306 yards and two touchdowns while running back Corey Dillon adds two scores for the defending Super Bowl champions.
Sept. 7, 2006	Heinz Field	PITTSBURGH 28, Miami 17	Pittsburgh quarterback Charlie Batch passes for three touchdowns and running back Willie Parker adds 115 yards as the defending Super Bowl champions defeat Miami.
Sept. 6, 2007	RCA Dome	INDIANAPOLIS 41, New Orleans 10	The Super Bowl champion Colts rack up 452 yards of offense as quarterback Peyton Manning passes for 288 yards and three touchdowns.
Sept. 4, 2008	Giants Stadium	NY GIANTS 16, Washington 7	Quarterback Eli Manning scores a touchdown and the Giants' defense allows just 209 total yards as the defending Super Bowl champions defeat division-rival Washington.
Sept. 10, 2009	Heinz Field	PITTSBURGH 13, Tennessee 10 (OT)	Pittsburgh's Jeff Reed kicks a 33-yard game-winning field goal in overtime as the defending Super Bowl champions defeat Tennessee.

NFL KICKOFF 2010 SCHEDULE

THURSDAY, SUNDAY & MONDAY, SEPTEMBER 9, 12-13

(All times local)

Minnesota at New Orleans, 7:30 PM (Thurs., NBC)
 Miami at Buffalo, 1:00 PM
 Detroit at Chicago, 12:00 PM
 Indianapolis at Houston, 12:00 PM
 Denver at Jacksonville, 1:00 PM
 Cincinnati at New England, 1:00 PM
 Carolina at N.Y. Giants, 1:00 PM
 Atlanta at Pittsburgh, 1:00 PM

Cleveland at Tampa Bay, 1:00 PM
 Oakland at Tennessee, 12:00 PM
 Green Bay at Philadelphia, 4:15 PM
 Arizona at St. Louis, 3:15 PM
 San Francisco at Seattle, 1:15 PM
 Dallas at Washington, 8:20 PM (NBC)
 Baltimore at N.Y. Jets, 7:00 PM (Mon., ESPN)
 San Diego at Kansas City, 9:15 PM (Mon., ESPN)

KICKOFF WEEKEND

Since 1978 when the NFL went to the 16-game schedule, and excluding the abbreviated season of 1982, teams that are victorious on Kickoff Weekend are more than twice as likely to reach the playoffs than losers of an opening game:

Of the 458 teams which won openers...243 went to the playoffs (142 won division titles).

Of the 458 teams which lost openers...102 went to the playoffs (60 won division titles).

In 2009, 10 of the 12 playoff teams – Baltimore, Dallas, Green Bay, Indianapolis, Minnesota, New Orleans, New England, New York Jets, Philadelphia and San Diego – were victorious on Kickoff Weekend.

KICKOFF WEEKEND RECORDS OF NFL TEAMS

<u>AFC</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>Pct.</u>	<u>Longest Streaks</u>			<u>NFC</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>Pct.</u>	<u>Longest Streaks</u>		
					<u>Win</u>	<u>Loss</u>	<u>Current</u>						<u>Win</u>	<u>Loss</u>	<u>Current</u>
Denver	32	17	1	.653	4	4	W-3	Dallas	34	15	1	.694	17	5	W-3
Jacksonville	9	6	0	.600	6	3	L-3	N.Y. Giants	48	32	5	.600	4	3	W-2
San Diego	29	21	0	.580	6	6	W-1	Chicago	50	35	5	.588	9	6	L-1
Pittsburgh	39	32	4	.549	7	3	W-7	Minnesota	28	20	1	.583	5	3	W-1
Miami	23	20	1	.535	11	5	L-4	Green Bay	50	36	3	.581	5	6	W-3
Indianapolis	34	31	1	.523	8	8	W-1	Atlanta	24	20	0	.545	5	3	W-2
Kansas City	26	24	0	.520	7	4	L-4	Detroit	42	36	2	.538	10	4	L-2
New England	26	24	0	.520	6	3	W-6	St. Louis	38	34	0	.528	5	6	L-3
Tennessee	26	24	0	.520	4	3	L-1	San Francisco	31	28	1	.525	5	3	W-1
Oakland	24	26	0	.480	5	7	L-7	Washington	37	37	4	.500	6	5	L-2
Cleveland	27	30	0	.474	5	6	L-5	Philadelphia	31	44	1	.413	5	9	W-2
Cincinnati	19	23	0	.452	4	4	L-2	Arizona	35	52	2	.402	6	7	L-1
N.Y. Jets	22	28	0	.440	3	5	W-2	Carolina	6	9	0	.400	3	4	L-1
Baltimore	6	8	0	.429	2	4	W-2	Tampa Bay	13	21	0	.382	3	5	L-4
Buffalo	20	30	0	.400	6	5	L-1	Seattle	12	22	0	.353	3	8	W-1
Houston	3	5	0	.375	2	3	L-2	New Orleans	15	28	0	.349	2	6	W-2

KICKOFF WEEKEND RECORDS OF NFL HEAD COACHES

<u>AFC HEAD COACHES</u>			<u>NFC HEAD COACHES</u>		
<u>Team</u>	<u>Coach</u>	<u>W-L</u>	<u>Team</u>	<u>Coach</u>	<u>W-L</u>
Baltimore	John Harbaugh	2-0	Arizona	Ken Whisenhunt	1-2
Buffalo	Chan Gailey	2-0	Atlanta	Mike Smith	2-0
Cincinnati	Marvin Lewis	2-5	Carolina	John Fox	4-4
Cleveland	Eric Mangini	2-2	Chicago	Lovie Smith	2-4
Denver	Josh McDaniels	1-0	Dallas	Wade Phillips	5-3
Houston	Gary Kubiak	1-3	Detroit	Jim Schwartz	0-1
Indianapolis	Jim Caldwell	1-0	Green Bay	Mike McCarthy	3-1
Jacksonville	Jack Del Rio	3-4	Minnesota	Brad Childress	3-1
Kansas City	Todd Haley	0-1	New Orleans	Sean Payton	3-1
Miami	Tony Sparano	0-2	N.Y. Giants	Tom Coughlin	9-5
New England	Bill Belichick	9-6	Philadelphia	Andy Reid	5-6
N.Y. Jets	Rex Ryan	1-0	St. Louis	Steve Spagnuolo	0-1
Oakland	Tom Cable	0-1	San Francisco	Mike Singletary	1-0
Pittsburgh	Mike Tomlin	3-0	Seattle	Pete Carroll	3-1
San Diego	Norv Turner	5-7	Tampa Bay	Raheem Morris	0-1
Tennessee	Jeff Fisher	9-6	Washington	Mike Shanahan	12-4

2010 KICKOFF WEEKEND NOTES

It's a special time, Kickoff Weekend, which begins on Thursday, September 9 this season in primetime on NBC when the Super Bowl champion New Orleans Saints host the Minnesota Vikings. It's when things start to count.

Some clubs have excelled in openers. Some notable active NFL Kickoff streaks:



- The **CHICAGO BEARS**, who host Detroit on Kickoff Weekend, have 61 wins in home openers, the most in NFL history. The Bears are 61-25-4 (.709) in openers at home, the best mark in the NFC. Chicago has 50 wins on Kickoff Weekend, tied with Green Bay for the most in league history.

- The **GREEN BAY PACKERS** open the season in Philadelphia and have an NFL-best 51 wins in road openers. The Packers are 51-36-2 (.586) in openers on the road, the third-best mark in the league, and have won four consecutive road openers, the longest active streak in the NFC. Green Bay has 50 wins on Kickoff Weekend, tied with Chicago for the most in league history. The Packers, who host Buffalo in Week 2, have 47 wins in home openers, tied for the third-most in NFL annals.



- The **NEW YORK GIANTS**, who open the season hosting Carolina at New Meadowlands Stadium, have 48 wins in openers, the third-most in NFL history. New York is tied for third in league annals with 47 wins in home openers and the team's 48 wins in road openers rank second all-time. The Giants travel to Indianapolis in Week 2 on Sunday night and carry a 48-32-5 (.600) record in road openers, the second-best mark in the league.

- The **PITTSBURGH STEELERS**, who host Atlanta on Kickoff Weekend, have won 39 openers, the most among AFC teams. The Steelers have won seven consecutive openers, the longest current streak in the NFL. Pittsburgh has also won seven consecutive home openers, the third-longest active streak in the league.



- The **DALLAS COWBOYS** own a 34-15-1 (.694) record on Kickoff Weekend, the top mark in the NFL, including wins in a record 17 consecutive openers from 1965-81. The Cowboys, who open the season in Washington on Sunday night, have the league's best record in road openers at 32-18 (.640). In Week 2, Dallas will host Chicago and the Cowboys are 34-15-1 (.694) in home openers, the second-best mark among NFC teams.

- The **DENVER BRONCOS**, who open the season at Jacksonville, have won 16 of their past 21 openers and are 32-17-1 (.653) on Kickoff Weekend, the best mark in the AFC. The Broncos host Seattle in Week 2 and have won 10 consecutive home openers, the longest current streak in the NFL. Denver is 37-12-1 (.755) in home openers, the best mark in the league.



- The **NEW ENGLAND PATRIOTS** have won 13 of their past 15 home openers, including a perfect 8-0 record at Gillette Stadium. The Patriots open the season at home against Cincinnati and aim for their ninth consecutive win in a home opener. New England has won six consecutive openers, the second-longest active streak.

- The **INDIANAPOLIS COLTS**, who visit Houston on Kickoff Weekend, have won nine of their past 11 openers and have won five consecutive road openers, the longest current streak in the NFL. The Colts host the Giants on Sunday night in Week 2 and have won six of their past seven home openers.



- The **MIAMI DOLPHINS**, who host the New York Jets on Sunday night in Week 3, are 31-12-1 (.721) in home openers, the second-best mark in the NFL.

- The **OAKLAND RAIDERS** host St. Louis in Week 2 and are 34-15-1 (.690) in home openers, the third-best mark among AFC teams.



- The **ARIZONA CARDINALS** travel to St. Louis on Kickoff Weekend, the 20th time in the past 23 years the club has started the season on the road.

- The **NEW YORK JETS** open the season against Baltimore on Monday night at New Meadowlands Stadium, marking just the 13th time in the past 51 openers the club has started the year at home.



- **HOME SWEET HOME:** The **DETROIT LIONS**, who host Philadelphia in Week 2, have 48 wins in home openers, the second-most in NFL history...the **MINNESOTA VIKINGS**, who host Miami in Week 2, have won 18 of their past 23 openers at home...the **SAN FRANCISCO 49ERS**, who host New Orleans in Week 2 on Monday night, have won 13 of their past 17

home openers...the **KANSAS CITY CHIEFS**, who open the season hosting San Diego on Monday night at renovated Arrowhead Stadium, have won 14 of their past 21 home openers...the **ST. LOUIS RAMS**, who host Arizona on Kickoff Weekend, have won 10 of their past 15 openers in St. Louis...the **SAN DIEGO CHARGERS**, who host Jacksonville in Week 2, have won 10 of their past 17 openers at home...and the **SEATTLE SEAHAWKS**, who open the season hosting San Francisco, have won six of their past seven home openers.

- **HEAD COACHES:** Washington's **MIKE SHANAHAN** is 12-4 (.750) on Kickoff Weekend and his 12 wins are the most among active head coaches...the New York Giants' **TOM COUGHLIN** (9-5, .643), New England's **BILL BELICHICK** (9-6, .600) and Tennessee's **JEFF FISHER** (9-6, .600) are tied for second among active head coaches with nine wins on Kickoff Weekend...and the spotlight 2010 Kickoff game on Thursday night features two head coaches with success in openers: **SEAN PAYTON** of the Super Bowl champion New Orleans Saints and **BRAD CHILDRESS** of the Minnesota Vikings are both 3-1 (.750) on Kickoff Weekend.



HEADLINE GAMES

"In the NFL," says head coach **KEN WHISENHUNT** (above, right) of the Arizona Cardinals, "every game is important."

With only 16 games per team, he's right that every game is important. It's just that, some weeks, some games seem to be even *more* important!

Following is a 2010 Weeks 1-17 list of "Headline Games," but far from the only ones:

Week 1	Minnesota at New Orleans	Thursday-night opener is rematch of last year's NFC Championship Game.
Week 2	NY Giants at Indianapolis	Sunday-night matchup features QB brothers Eli (NYG) & Peyton (Ind) Manning.
Week 3	NY Jets at Miami	NFL celebrates Hispanic Heritage Month on Sunday night with AFC East clash.
Week 4	Washington at Philadelphia	New Redskins QB Donovan McNabb returns to Philadelphia to face former club.
Week 5	Chicago at Carolina	New Bears DE Julius Peppers faces former team for 1st time.
Week 6	Tennessee at Jacksonville	Key divisional showdown as Jaguars host Titans on Monday night.
Week 7	Minnesota at Green Bay	NFC North rivals face off as Vikings QB Brett Favre returns to Lambeau Field.
Week 8	Denver at San Francisco	London's Wembley Stadium hosts NFL's fourth regular-season game overseas.
Week 9	Chicago at Buffalo	Bills host Bears in third regular-season game at Toronto's Rogers Centre.
Week 10	Baltimore at Atlanta	NFLN's <i>Thursday Night Football</i> starts with QBs Flacco (Bal) vs. Ryan (Atl).
Week 11	Indianapolis at New England	NFL's two winningest clubs in the 2000s face off in New England.
Week 12	NE at Det/NO at Dal/Cin at NYJ	Thanksgiving triple-header! Turkey and football – does it get any better?
Week 13	Pittsburgh at Baltimore	AFC North rivals meet on Sunday night with playoffs right around the corner.
Week 14	Baltimore at Houston	Reliant Stadium will be rocking on Monday night as Ravens visit Texans.
Week 15	San Francisco at San Diego	Thursday-night showdown will feature two West Coast contenders.
Week 16	Dallas at Arizona	Christmas in the desert! Two 2009 division winners meet on Christmas night.
Week 17	16 Division Matchups	Final weekend features all division games with playoff berths on the line!



FUTURE SUPER BOWLS

<u>SUPER BOWL</u>	<u>DATE</u>	<u>SITE</u>
XLV	February 6, 2011	Cowboys Stadium, North Texas
XLVI	February 5, 2012	Lucas Oil Stadium, Indianapolis, Indiana
XLVII	February 3, 2013*	Louisiana Superdome, New Orleans, Louisiana
XLVIII	February 2, 2014*	New Meadowlands Stadium, New York/New Jersey

* Tentative date



BACK TO FOOTBALL FRIDAY

The NFL is teaming up with United Way for **BACK TO FOOTBALL FRIDAY**, a first-of-its-kind campaign to make youth health and wellness a nationwide priority. On Friday, September 10, in every city and small town across the country, passion for NFL football teams will be on full display. Students will showcase their passion for their favorite NFL team on their sleeves and in their schools. In office buildings and local stores across the country, employees will get ready for the first weekend of NFL games by wearing their team's gear – filled with hope and plenty of debate. Individuals can also support the campaign by wearing their favorite football gear to work or hosting a celebration of their own with friends and family. The goal of Back to Football Friday is to raise excitement about the start of the NFL season, while also focusing attention on the importance of youth health and wellness – the focus of the league's NFL PLAY 60 campaign.

Schools across the country – especially elementary and middle schools – will be encouraged to display their passion for their local NFL team on Friday, September 10 by having students and teachers wear their jerseys, NFL gear or team colors and by creating visible displays of support across the school. Schools can then submit pictures and its Back to Football Friday experience on NFLRUSH.com/backtofootball. In each NFL market and in two non-NFL markets, one school will be chosen based on its creativity and passion. Those 34 schools will be named NFL PLAY 60 Super Schools and will receive a \$10,000 grant from the NFL to support new physical education equipment and resources in their school, as well as a special visit from an NFL player.



Offices and individuals who show their passion for their favorite team and post their photos on unitedway.org/backtofootball will be eligible for great NFL prizes as well, including Super Bowl tickets and an NFL-themed private party.

Back to Football Friday is just one way that NFL PLAY 60 will come to life this year. As the league's primary social responsibility campaign, NFL PLAY 60 brings together the league's long-standing commitment to health and fitness with an impressive roster of organizations that will continue to partner with the league in 2010: Action for Healthy Kids, Ad Council, American Heart Association, ESPN, KaBOOM!, National Dairy Council, Cartoon Network, The Cooper Institute, Under Armour, United Way and the U.S. Department of Health and Human Services. In addition to national PSAs and online programs, NFL PLAY 60 also will be implemented locally as part of the

NFL's in-school, after-school and team-based programs.

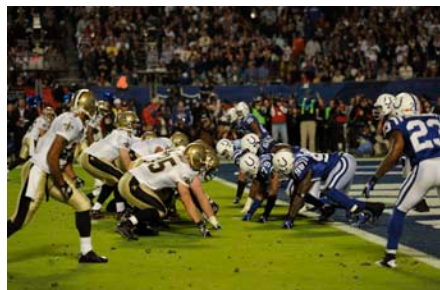
Players from all 32 clubs will be involved with NFL PLAY 60, including All-Stars **DREW BREES** of the New Orleans Saints, **STEVEN JACKSON** of the St. Louis Rams (above) and **JASON WITTEN** of the Dallas Cowboys.

"We are proud of our leadership role in the movement to help youngsters be active and fit," says NFL Commissioner **ROGER GOODSELL**. "Our players know the importance of staying healthy and it's important that young fans also understand the value of exercise as part of a healthy lifestyle. NFL PLAY 60 is an important tool in ensuring that children get their necessary daily physical activity as recommended by health and fitness experts."

NFL PLAY 60 is the league's key corporate social responsibility platform that includes several youth health and fitness initiatives. Here is a look at some of the league's work in this area:

PROGRAM	DESCRIPTION
Back to Football Friday	A day to showcase NFL team passion and the league's commitment to youth health and wellness (September 10)
PLAY 60 Challenge	In-school curriculum of NFL PLAY 60
NFL Mini ReCharge	Fitness circuit equipment used for elementary school kids
NFL PLAY 60 FITNESSGRAM	Health and fitness assessment tool for schools nationwide
NFL Flag Football	Youth football league for boys and girls ages 5-17
Punt, Pass & Kick	National skills competition for boys and girls ages 8-15
Youth Fitness Zones	Playgrounds, gyms and other places for kids to be active
Hometown Huddle	Annual league-wide day of service (October 19)
Keep Gym in School	Delivers physical education opportunities to in-need schools
Fuel Up to PLAY 60	School-based youth teams aimed at getting schools healthy

THE NFL... HOPE IS ALIVE!



Every year the NFL is full of excitement and surprise. Take the 2009 season, for example.

Passing records broken... historic rushing milestones reached... the Colts and Saints flirting with perfection... new teams making the playoffs... impact rookies... and it all came down to Week 17 with 17 teams still in Super Bowl XLIV contention!

The 2010 season should be no different. Every team enters the new year with hope!

"Any time you get a win in this league, it's big," says Indianapolis Colts head coach **JIM CALDWELL**, whose club opened the 2009 season with a 14-game winning streak.

Last season, six teams – Cincinnati, Dallas, Green Bay, New England, New Orleans and the New York Jets – made the playoffs that were not in the postseason the year before. That marked the 14th consecutive season in which at least five teams (out of 12) accomplished the feat.

SEASON PLAYOFF TEAMS NOT IN PREVIOUS SEASON'S PLAYOFFS

1996	5 (Carolina, Denver, Jacksonville, Minnesota, New England)
1997	5 (Detroit, Kansas City, Miami, New York Giants, Tampa Bay)
1998	5 (Arizona, Atlanta, Buffalo, Dallas, New York Jets)
1999	7 (Detroit, Indianapolis, St. Louis, Seattle, Tampa Bay, Tennessee, Washington)
2000	6 (Baltimore, Denver, New Orleans, New York Giants, Oakland, Philadelphia)
2001	6 (Chicago, Green Bay, New England, New York Jets, Pittsburgh, San Francisco)
2002	5 (Atlanta, Cleveland, Indianapolis, New York Giants, Tennessee)
2003	8 (Baltimore, Carolina, Dallas, Denver, Kansas City, New England, St. Louis, Seattle)
2004	5 (Atlanta, Minnesota, New York Jets, Pittsburgh, San Diego)
2005	7 (Carolina, Chicago, Cincinnati, Jacksonville, New York Giants, Tampa Bay, Washington)
2006	7 (Baltimore, Dallas, Kansas City, New Orleans, New York Jets, Philadelphia, San Diego)
2007	6 (Green Bay, Jacksonville, Pittsburgh, Tampa Bay, Tennessee, Washington)
2008	7 (Arizona, Atlanta, Baltimore, Carolina, Miami, Minnesota, Philadelphia)
2009	6 (Cincinnati, Dallas, Green Bay, New England, New Orleans, New York Jets)

New Orleans rebounded to win the NFC South after a last-place finish in 2008. That marked the NFL-record seventh consecutive season that a team went from "worst-to-first" in its division. Of the 32 teams to go from "worst-to-first" in NFL annals, 15 of them have done so in the past 10 years (2000-2009).

THE NFL IS SO UNPREDICTABLE THAT IN 2009...

Nothing exhibits the unpredictability of the NFL more than the tightness of NFL games:

- "You only get 16 games and you never know what can happen in the National Football League," says *Monday Night Football* analyst **JON GRUDEN**. In 2009, 34 percent were decided in the last two minutes or overtime. In 14 percent of the games, a potential game-winning/tying drive or actual game-winning drive reached the red zone with two minutes to go.

Games continued to be ***thisclose***. Nearly 65% were within one score in the fourth quarter:

GAMES DECIDED BY ONE SCORE			GAMES WITHIN ONE SCORE AT ANY POINT IN 4TH QUARTER		
POINTS	GAMES	PCT.	POINTS	GAMES	PCT.
8 or Fewer	120 of 256	46.9%	8 or Fewer	166 of 256	64.8%
7 or Fewer	110 of 256	42.9%	7 or Fewer	160 of 256	62.5%
3 or Fewer	54 of 256	21.1%	3 or Fewer	113 of 256	44.1%

- There were five new division winners – Cincinnati, Dallas, Indianapolis, New England, and New Orleans – on the heels of the record-tying six from 2008 (since realignment in 2002).

"It's so funny how things can change in a week in this league," says running back **THOMAS JONES** of the Kansas City Chiefs.

- The outstanding competition on the field kept fans tuning in on TV. ESPN, FOX, NBC and NFL Network each had its most-viewed NFL season ever, while CBS had its most-watched season ever with the AFC package. In addition, NFL regular-season games ranked as the 11 most-watched and 22 of the 25 most-watched sporting events since Super Bowl XLIII.
- Super Bowl XLIV reached a total audience of 153.4 million viewers, making it the most-watched show in U.S. television history according to Nielsen Media Research.



DIVISION TITLES UP FOR GRABS!

Unpredictable NFL? It sure seems that way!

In the eight seasons since realignment in 2002, 29 of the 32 NFL teams have qualified for the playoffs at least once. In that time, 26 different teams have won division titles.

“Competitive balance appears to be a very strong suit of ours at this time,” says **RICH MC KAY**, president of the Atlanta Falcons and co-chairman of the NFL Competition Committee. “The Saints won the Super Bowl this year, and that’s the fifth team in the last 10 years to win a first-time Super Bowl for their franchise. In 2009 we had five different division winners, and we had six different playoff participants from 2008, which we view as another indication that the competitive balance remains very strong in our league.”

Following are the teams that have won their divisions and qualified for the playoffs in the eight seasons since realignment in 2002:

<u>TEAM</u>	<u>PLAYOFF BERTHS</u>	<u>DIVISION TITLES</u>
Indianapolis	8	6
New England	6	6
Philadelphia	6	4
San Diego	5	5
Green Bay	5	4
Pittsburgh	5	4
Seattle	5	4
New York Giants	5	2
Baltimore	4	2
Dallas	4	2
Tennessee	4	2
New York Jets	4	1
Tampa Bay	3	3
Carolina	3	2
Minnesota	3	2
Atlanta	3	1
Denver	3	1
Arizona	2	2
Chicago	2	2
Cincinnati	2	2
New Orleans	2	2
Kansas City	2	1
St. Louis	2	1
Jacksonville	2	0
Washington	2	0
Miami	1	1
Oakland	1	1
San Francisco	1	1
Cleveland	1	0



NEW LEADERSHIP ATOP DIVISIONS: In 2009 there were five new division winners – Cincinnati, Dallas, Indianapolis, New England and New Orleans – on the heels of the record-tying six from 2008 (since realignment in 2002).

“We love this feeling,” said New Orleans Saints quarterback and Super Bowl XLIV MVP **DREW BREES** after clinching the NFC South in 2009.

	AFC EAST	AFC NORTH	AFC SOUTH	AFC WEST	NFC EAST	NFC NORTH	NFC SOUTH	NFC WEST
2008	Miami	Pittsburgh	Tennessee	San Diego	N.Y. Giants	Minnesota	Carolina	Arizona
2009	<i>New England</i>	<i>Cincinnati</i>	<i>Indianapolis</i>	San Diego	<i>Dallas</i>	Minnesota	<i>New Orleans</i>	Arizona



FROM WORST TO FIRST



Competitive balance in the NFL is so strong that a team going from “worst-to-first” in its division is becoming an annual tradition. For the seventh consecutive season – an NFL record – at least one team has finished in first place in its division the season after finishing in last place. In fact, out of the 32 teams in NFL annals to go from “worst-to-first,” 15 of them have done so in the past 10 years (2000-09), including an NFL-record three such clubs in 2006.

One of the teams to make the remarkable turnaround in 2006 did so again in 2009...all the way to a Super Bowl victory. The New Orleans Saints, whose 8-8 record saw them finish last in the NFC South in 2008, improved by five wins en route to a 13-3 record and a division title for the second time in four seasons. The Saints also became just the third club to go from “worst-to-first” and cap the season with a win in the Super Bowl, following the 1999 St. Louis Rams and 2001 New England Patriots.

“One of your early goals is to win your division and generally that’s the first way to get in the playoffs,” says Saints head coach **SEAN PAYTON** (left). “So we were pleased with that.”

The teams to go from “worst-to-first” in their division since 2000:

SEASON	TEAM	RECORD	PRIOR SEASON RECORD
2000	New Orleans	10-6	3-13
2001	Chicago	13-3	5-11
2001	New England**	11-5	5-11
2003	Carolina	11-5	7-9
2003	Kansas City	13-3	8-8*
2004	Atlanta	11-5	5-11
2004	San Diego	12-4	4-12*
2005	Chicago	11-5	5-11
2005	Tampa Bay	11-5	5-11
2006	Baltimore	13-3	6-10*
2006	New Orleans	10-6	3-13
2006	Philadelphia	10-6	6-10
2007	Tampa Bay	9-7	4-12
2008	Miami	11-5	1-15
2009	New Orleans**	13-3	8-8

* Tied for last place

** Won Super Bowl



2010-11 NFL CALENDAR

September 9-13	Kickoff 2010	January 15-16	Divisional Playoffs
October 11-14	NFL Fall Meeting, Chicago, IL	January 23	Conference Championships
October 19	Trading deadline	January 30	AFC-NFC Pro Bowl, Honolulu, HI (FOX)
January 2	Regular season ends	February 6	Super Bowl XLV, North Texas (FOX)
January 8-9	Wild Card Playoffs	February 23-March 1	NFL Scouting Combine, Indianapolis, IN

NEW NFL RULES FOR 2010

In addition to a new modified sudden-death overtime format for postseason games (see next page), a number of other playing-rules changes were adopted by the NFL clubs at the Annual Meeting in March.

The primary focus of those changes was enhancing player safety.

"We want to make the game safer both for the player getting hit and the player doing the hitting," says NFL Executive Vice President of Football Operations **RAY ANDERSON** (right).



Following are the 2010 changes:

- **UNNECESSARY ROUGHNESS:** Existing unnecessary roughness rules have been standardized and protection for defenseless players has been expanded, including additional safeguards for defenseless players who have just completed a catch from blows to the head or neck by an opponent who launches, and long snappers.

"We wanted to make sure we have consistent language that lines up for all categories of players and expand the protection that applies to those players," says Atlanta Falcons President and Co-Chairman of the NFL Competition Committee **RICH MC KAY**.

All unnecessary roughness violations result in a 15-yard penalty.

- **HELMET REMOVAL:** If a ball carrier's helmet comes off during a play, the ball will immediately be blown dead.

"We watched some tape where players are running in the field of play without helmets," says McKay. "In our mind that is not a safe situation."

- **DEAD BALL FOULS:** If there is a dead ball personal foul by either team following the end of the second or fourth quarter, the penalty yardage will now be enforced on the second-half kickoff, or the kickoff in overtime.
- **INSTANT REPLAY:** Two adjustments were made to instant replay procedures in the interest of competitive fairness:
 - If there is not an on-field ruling that a ball strikes a video board, guide wire, sky cam or any other object, the replay assistant may now initiate a booth review, even if the event occurs prior to the two-minute warning.
 - If a replay review inside of one minute of either half results in the on-field ruling being reversed and the correct ruling would not have stopped the game clock, then there will be a 10-second runoff before the ball is put back in play.
- **JERSEY NUMBERS:** In addition to numbers 60-79 and 90-99, defensive linemen are now permitted to wear numbers 50-59. Also, players who change positions are no longer required to switch jersey numbers if the change is from an ineligible position to another ineligible position (e.g. center to offensive guard) or from an eligible position to another eligible position (e.g. running back to wide receiver).
- **FAIR CATCH MUFFS:** The penalty yardage for interference when a kicking team player attempts to catch a muffed kick has been eliminated. A penalty for unnecessary roughness, if applicable, would not be affected.

There will also be **points of emphasis** on several existing rules this season (although the rules themselves have not changed):

- **Good sportsmanship** will continue to be emphasized. The use of abusive, threatening or insulting language or gestures directed at an opponent or an opponent's bench is considered taunting and will result in a 15-yard penalty for unsportsmanlike conduct. Game officials will pay particular attention to in-the-face taunting of opponents.
- All rules that encourage **player safety** will continue to be strictly enforced, including unnecessary roughness, chop blocks, clipping and illegal blocks below the waist on changes of possession. The focus will be on eliminating these tactics from the game.

There will also be one **change in mechanics** for NFL officials:

- **The initial position of NFL umpires** will now be in the offensive backfield opposite the referee for all plays except for field goals, extra point tries and inside the two-minute warning of the second and fourth quarters. The most important factor in considering this move was the safety of the umpire.

POSTSEASON OVERTIME CHANGES



NFL owners voted at the Annual Meeting in March to amend overtime rules for the postseason to a **MODIFIED SUDDEN DEATH** format. Teams will now have the opportunity to possess the ball at least once in the extra period unless the team that receives the overtime kickoff scores a touchdown on its first possession.

“We felt this year’s proposal gave us the opportunity to make a pretty good rule even better for the players,” says Atlanta Falcons President and Co-Chairman of the NFL Competition Committee **RICH MC KAY** (left). “I really believe the more you talk about the issue, the more you understand the statistics, the more you say there must be a change.”

The sudden-death overtime system that has been in place since 1974 will still be used for preseason and regular-season NFL games.

Here’s a look at the NFL’s overtime procedures:

PRESEASON & REGULAR SEASON – SUDDEN DEATH

The sudden death system of determining the winner shall prevail when the score is tied at the end of regulation playing time of preseason and regular-season NFL games. The team scoring first during overtime play shall be the winner and the game automatically ends upon any score (by safety, field goal, or touchdown) or when a score is awarded by the Referee for a palpably unfair act.

- At the end of regulation time, the Referee will immediately toss a coin at the center of the field in accordance with rules pertaining to the usual pregame toss. The captain of the visiting team will call the toss prior to the coin being flipped.
- Following a three-minute intermission after the end of the regulation game, play will continue for one 15-minute period or until there is a score. Each team has two time-outs. General timing provisions that apply for the fourth quarter will prevail. The try is not attempted if a touchdown is scored. Disqualified players are not allowed to return.
- Instant Replay: No challenges. Reviews to be initiated by the replay assistant.

POSTSEASON – MODIFIED SUDDEN DEATH

The modified sudden death system of determining the winner shall prevail when the score is tied at the end of regulation playing time of postseason NFL games. The system guarantees each team a possession or the opportunity to possess, unless the team that receives the opening kickoff scores a touchdown on its initial possession.

- At the end of regulation time, the Referee will immediately toss a coin at the center of the field in accordance with rules pertaining to the usual pregame toss. The captain of the visiting team will call the toss prior to the coin being flipped.
- Following a three-minute intermission after the end of the regulation game, play will be continued in 15-minute periods until a winner is declared. Each team must possess or have the opportunity to possess the ball unless the team that has the ball first scores a touchdown on its initial possession. Play continues in sudden death until a winner is determined, and the game automatically ends upon any score (by safety, field goal, or touchdown) or when a score is awarded by the Referee for a palpably unfair act. Each team has three time-outs per half and all general timing provisions apply as during a regular game. The try is not attempted if a touchdown is scored. Disqualified players are not allowed to return.
- Instant Replay: No challenges. Reviews to be initiated by the replay assistant.

Key Definitions:

- **Possession:** Actual possession of the ball with complete control. The defense gains possession when it catches, intercepts, or recovers a loose ball.
- **Opportunity to possess:** The opportunity to possess occurs only during kicking plays. A kickoff is an opportunity to possess for the receiving team. If the kicking team legally recovers the kick, the receiving team is considered to have had its opportunity. A punt or a field goal that crosses the line of scrimmage and is muffed by the receiving team is considered to be an opportunity to possess for the receivers. Normal touching rules by the kicking team apply.

NFL CONTINUES TO EMPHASIZE PLAYER HEALTH & SAFETY

The National Football League has strongly emphasized player health and safety in recent years, including a number of on-field rules changes, stricter return-to-play procedures for players who have suffered concussions, and a leaguewide emphasis on concussion prevention education, to name but a few.

"The commitment of all NFL personnel is to provide the best possible medical care to our players and to continue to improve it," says NFL Commissioner **ROGER GOODELL**. "Our goal remains to make our game as safe as possible, protect the health and safety of our players, and set the best possible example for players at all levels and in all sports."

The NFL continues to recognize and embrace its leadership role in this area and has taken further steps to address the issue:

- The NFL strengthened and expanded the membership of its medical committee that has studied the subject of concussions and overseen concussion-related research for the past 15 years. The singular focus of the NFL's Head, Neck and Spine Medical Committee is to protect the long-term health and safety of athletes. Led by a renowned new co-chairs **DR. HUNT BATJER** of the Northwestern University Feinberg School of Medicine and **DR. RICHARD G. ELLENBOGEN** of the University of Washington School of Medicine, the NFL has assembled a diverse world-class team of independent experts, including members with varying sources of expertise and experience in the field of head injuries.
- Each club has identified local neurosurgeons or neurologists to provide an independent second opinion in cases involving players who have had a concussion and been removed from a game or practice. Before these players return to practice or play, they must be evaluated and cleared by both their team doctor and the independent neurosurgeon or neurologist. The NFL and the NFL Players Association medical advisor reviewed the expertise and qualifications of, and approved, each doctor proposed for this role.
- Members of the NFL Competition Committee annually evaluate potential changes in playing rules, including several changes approved by the clubs for the 2010 season (see page 9) that are intended to reduce head impacts and related injuries.
- **JOHN MADDEN**, in his role as special advisor to the commissioner, chairs a committee of coaches that is exploring ways of providing players with a safer environment that would reduce the risk of head trauma on non-game days. Among the considerations are reducing the overall amount of offseason work, and/or limiting the use of helmets (and therefore contact) in practice, minicamps, OTAs, and training camps. Madden's group will report its recommendations to the Competition Committee and Commissioner Goodell.
- In conjunction with the Centers for Disease Control (CDC), the league developed an NFL public service message directed primarily at young athletes and their parents and coaches on the importance of head injury awareness that aired on NFL broadcasts last season. In addition, the league is working with the CDC and other organizations to distribute educational material to young athletes and high school coaches, and to develop an overall certification program for coaches at those levels addressing player health and safety.
- As part of its continuing educational effort, the NFL sponsored another medical conference in Washington, D.C. this spring on concussions for team medical staffs and representatives of the NFLPA, similar to the conference that took place in Chicago in 2007. The conference was run by Johns Hopkins University Medical School. NFL medical personnel from each team were required to attend, while leading doctors in the field, NFL players and Department of Defense clinicians and researchers were also in attendance.
- The NFL is continuing to invest in research designed to improve equipment safety and will urge players to make informed choices regarding the use of the most technologically advanced helmets.

NFL WORKS WITH PLAYERS ON IMPROVING EQUIPMENT

To further the NFL's goal of enhancing player health and safety, the league is working collaboratively with the NFLPA and equipment manufacturers to develop the next generation of hip, thigh and knee pads ("HTK").

Twelve NFL teams will participate in a test of protective gear featuring one-piece hip and thigh pads from 10 different manufacturers during training camp and 2010 preseason games. Player and equipment manager feedback will be collected and presented at the NFL equipment managers meeting in Chicago this October. Testing of this equipment will help prepare NFL clubs for the potential mandated use of hip, thigh and knee pads by all players in the 2011 season.

"We are working closely with the players on this initiative," says **RAY ANDERSON**, the NFL's executive vice president of football operations. "Our approach is that there should be a mutual interest in maximizing player safety, and part of that is educating and hopefully engaging all impacted parties to buy in to maximizing safety."

FOCUS ON THE FANS



NFL Commissioner **ROGER GOODELL** (left, and below, interacting with fans at 2010 NFL Draft) was recently asked about the challenge of the in-stadium experience competing with the comforts of home.

“Home may be more comfortable, but it’s not more exciting,” replied Goodell.

This season, the NFL is focusing more than ever on fans, including making the stadium experience at NFL games more exciting.

New this year, fans at the stadium will be able to catch the best plays from all other games. Stadiums will feature NFL Network’s NFL RedZone channel on scoreboards before, during and after games so fans can keep up with all the action on Sunday afternoons.

NFL clubs are looking to further improve the fans’ experience at games this season by investing in new technology at stadiums. There are new HD video boards in Baltimore, New England and Washington this year, in addition to the award-winning video board at Cowboys Stadium that debuted last season. Also this season, New Meadowlands Stadium opens, giving the New York Giants and Jets fans a state-of-the-art home, and the Kansas City Chiefs will show off the renovated Arrowhead Stadium.

The NFL changed its policy this offseason to allow more fan-generated noise during a game at certain times. Teams may now put on video boards messages containing phrases like “Noise,” “Raise the Roof,” “Pump It Up,” “Let’s Hear It!” and “12th Man,” in addition to creating visual noise meters.

Handheld in-game video devices such as Game Day Vision and YinzCam also will be available at some stadiums, allowing fans to watch all games in full at their seats. In addition, fans who have NFL Mobile from Verizon will be able to download NFL RedZone onto their mobile devices and keep up with all the key plays while they are in the parking lot, in line for concessions or in their seats.

NFL teams will continue to enforce the NFL fan code of conduct that was introduced in 2008 to help promote a positive fan environment at stadiums. Last season, the league and teams took additional steps to enhance responsible drinking. In addition, the NFL partners with TEAM Coalition for the “Responsibility Has Its Rewards” campaign that encourages fans to participate in designated-driver programs supported by beer and concessionaire companies at every NFL stadium.



FAN FORUMS

From big hugs to sitting in the stands with fans at games, Roger Goodell is known for being the commissioner of the people.

Listening to fans is also a big priority for Commissioner Goodell. This season he will host a series of Fan Forums, giving fans the opportunity to express their opinions to him on a wide range of topics.

Forums will be held on July 29 in Green Bay, September 8 (Kickoff eve) in New Orleans, and in other cities throughout the season.

Commissioner Goodell conducted two Fan Forums earlier this year. The first was held prior to the 2010 Pro Bowl in South Florida. The commissioner then met with fans at Radio City Music Hall to kick off Day 3 of the 75th NFL Draft. Goodell spoke with a sampling of season-ticket holders from nine teams about topics ranging from collective bargaining to making the game even more fan-friendly. One fan in attendance called the session “an amazing forum,” according to the *New York Post*.



ENHANCED SEASON GAINING MOMENTUM



NFL clubs have been discussing enhancing the structure of the NFL season, resulting in the replacement of two preseason games with two regular-season games. The 20-game structure would remain intact with 18 regular-season games and two preseason games being played annually. The concept “has a lot of momentum among the clubs,” says Green Bay Packers President **MARK MURPHY** (left), who also has been involved in discussions with the NFLPA about the enhanced season. “It addresses a real problem we have in our league, the quality of the preseason.”

In addition to strengthening regular-season and preseason games, the enhanced season would provide more value to the fans and create opportunities to grow the game to benefit everyone.

“What it represents to us is a way to grow the game and grow the opportunities, not only for our fans and our business partners, but for the players as our partners,” says NFL Commissioner **ROGER GOODELL**. “We have to continually look at ways to improve what we’re doing. It’s been very clear to us from not only our fans but also from our players that the quality of the preseason and the desire to participate in the preseason is not at the level it should be.”

The NFL is looking into how players train – during both the season and offseason – to reduce wear-and-tear on players. The size of the active roster and practice squads also could be increased, which would give coaches more flexibility and depth. In addition, injured reserve procedures could be altered, which would enable a player to return during a season after being placed on IR.

“Player safety and injuries are an issue, whether we play 16 regular-season games or 18,” says Murphy.

Another possible outcome of the enhanced season could be the creation of a developmental league to give more opportunities to younger players. This would also give coaches an additional way to evaluate young players.

“If you look across most professional sports, we’re the only league without some type of minor league or developmental system to develop players,” says Murphy.

Though it wouldn’t be finalized prior to 2012, the enhanced season could still start after Labor Day, pushing the Super Bowl back two weeks to President’s Day weekend.

“In the current system, players are our partners,” adds Murphy, a former NFL player who now serves on the NFL’s CBA negotiating team. “If we can grow and improve the game, they benefit. Quite honestly, I think a lot of us look at it like this might be a way we can reach an agreement with the players by allowing us to work with the players to grow the game and grow revenues.”



HARRIS POLL: PRO FOOTBALL IS AMERICA’S FAVORITE SPORT BY FAR

America’s favorite sport? Once again, professional football claims the top spot! For more than four decades, The Harris Poll has determined that the NFL is the most popular sport in America and its popularity is growing.

In its most recent survey, Harris – the pioneer in market research – reveals that pro football is the favorite sport of more than one-third of people (35 percent) – an increase of four percent over last year. That is more than the combined total of the next three professional sports – baseball (16), auto racing (nine) and men’s pro basketball (five).

In addition, professional football has gained in popularity more than any other sport since 1985 with an 11 percent increase in popularity over the past 25 years (from 24 to 35 percent). Pro football moved ahead of baseball as the fans’ favorite for the first time in 1965.

The third favorite sport in the survey was college football at 12 percent, meaning that football is the favorite sport of 47 percent of America’s sports fans.

Following are the five most popular sports according to The Harris Poll:

RANK	SPORT	PERCENT
1	Pro Football	35
2	Baseball	16
3	College Football	12
4	Auto Racing	9
5	Men’s Pro Basketball	5

HOW WAS YOUR OFFSEASON?



During the NFL offseason, many teams and owners use their time to support their communities.

In May, the **MIAMI DOLPHINS** led a trip to Haiti to assist in earthquake relief efforts. Led by former player and team vice president/senior advisor **NAT MOORE**, the contingent toured a field hospital, donated \$25,000 to Project Medishare and delivered ShelterBox disaster survival kits. Former Dolphins safety **BRYANT SALTER** was one of several former and current players to make the trip. "It's amazing what people can do when faced with adversity," says Salter. "It's incredible what people can do when they come together and chip in."

The **PHILADELPHIA EAGLES** also assisted in relief efforts as Chairman/CEO **JEFFREY LURIE** and his wife **CHRISTINA** chartered an airplane to fly several hundred injured children from Haiti to pediatric hospitals in Philadelphia, providing them with food, shelter and a new cold-weathered wardrobe. The Eagles also hosted a Red Cross training at the team's practice facility and took most of the organization to volunteer packing food for Salvation Army's Million Meals for Haiti initiative.

In addition, San Francisco 49ers Co-Chairmen **DR. JOHN** and **DENISE YORK** donated \$10,000 to relief efforts in Haiti.

Dallas Cowboys owner **JERRY JONES** was inducted into the Boys & Girls Clubs of America Hall of Fame this spring. Cowboys Executive Vice President **CHARLOTTE ANDERSON** (right, with father, Jerry) was also presented with the Chairman's Award at the event, recognizing the team's longtime support of the Boys & Girls Clubs of America.

As he reminisced about his days attending the Boys & Girls Club, Jones said the organization "was a part of my life from the time I was about five years old."

"I grew up in the Boys Club in my hometown area," he added.

Atlanta Falcons owner **ARTHUR BLANK** and his wife **STEPHANIE** joined general manager **THOMAS DIMITROFF**, head coach **MIKE SMITH**, players and local children in filming a national public service announcement to air this fall about NFL PLAY 60, the league's youth health and fitness campaign. The PSA shows Falcons players, executives, cheerleaders and fans getting on school buses to join together at a PLAY 60 event.

The South Carolina Athletic Hall of Fame inducted Houston Texans owner **BOB MC NAIR** this summer. McNair, a 1958 graduate of the University of South Carolina, was recognized during the Hall's 50th anniversary celebration alongside seven other local sports luminaries, including former NFL lineman **JOE BOSTIC**.



"I'm honored to be included with a great group of athletes," McNair said at the induction ceremony. "I was quite pleased by it and surprised."

Several NFL head coaches went right from the practice fields to a war zone, leaving for an NFL-led USO Tour of Afghanistan and Germany shortly after the end of OTAs this summer. **BRAD CHILDRESS** of the Minnesota Vikings, **JOHN FOX** of the Carolina Panthers, **MARVIN LEWIS** of the Cincinnati Bengals and **ANDY REID** of the Philadelphia Eagles spent a week visiting with service members.

"It's not a sacrifice to come here," Lewis told the troops. "It's a privilege. This might be the best battery-recharger for the season ever."

Childress experienced an unforgettable moment during the trip, unexpectedly coming face-to-face with his son, Marine Lance Cpl. Andrew Childress, during a stop in Afghanistan. The encounter (above, left) took Brad Childress by surprise, and he needed a moment to realize who was standing in front of him.

"I had him by the hand and I didn't realize who I was looking at," recalls Brad Childress. "I couldn't believe it. I had no idea that was going to happen. Somehow they pulled it off. It was just a great feeling holding him in my arms."

U.S. Ambassador to Ireland and Pittsburgh Steelers owner emeritus **DAN ROONEY** (right) celebrated the Fourth of July by hosting an "Irish American Flag Football Classic" at his residence in Dublin's Phoenix Park.

Rooney's sons, team president **ART ROONEY II** and Steelers college scout **DAN ROONEY**, selected and trained Irish and American players over the course of two



days leading up to the event, which was attended by Irish Prime Minister Brian Cowen, who tossed a coin to kick the festivities off.

The flag football game was the first football game ever played at the residence. The makeshift field was emblazoned with a Steelers logo to bring touches of Pittsburgh to the Emerald Isle.

The **NEW ORLEANS SAINTS** lifted the spirits of those affected by the oil spill in the Gulf of Mexico this offseason. The Benson family led Saints players and head coach **SEAN PAYTON** in visiting hundreds of Plaquemines Parish residents affected by this summer's oil spill.



Saints Executive Vice President **RITA BENSON LE BLANC** (left, with grandfather, Tom) expressed the team's support for the region:

"As Saints, we proudly stand with you today. We are proud of your tireless efforts in the saddle to protect your livelihood and our coast. Your determination in overcoming this monstrous challenge has inspired us."

The Saints will also raise money by raffling off an official Super Bowl XLIV ring – identical to the one awarded to the ownership, players, coaches and administrative staff that was custom designed by Tiffany and Co. – to benefit those affected directly by the oil spill. The drawing will remain open until September 9. As of

early-July, more than \$500,000 had already been raised.

Some – but far from all – of the many things NFL teams and owners did during the offseason:

- Arizona Cardinals President **MICHAEL BIDWILL** was named by the *Phoenix Business Journal* one of its 25 "Most Admired CEOs" for 2010. He was selected for his leadership of the Cardinals as well as his role as the chair of the Greater Phoenix Economic Council.
- The 15th annual Bears Care Gala raised more than \$600,000 for charity in May. Nearly 800 people attended the black-tie event, including Chicago Bears owner **VIRGINIA MC CASKEY**, general manager **JERRY ANGELO** and head coach **LOVIE SMITH**. Over the years, the galas have raised a total of \$9 million in support of breast and ovarian cancer research and treatment programs in Chicago.
- Kansas City Chiefs Chairman **CLARK HUNT** and his wife **TAVIA** have long been advocates of physical fitness and nutrition in youth. In 2010, the Chiefs Sports Lab will open as part of the renovated Arrowhead Stadium. The interactive display is a destination for children and students, featuring hands-on computer activities promoting the importance of leading an active lifestyle, good nutrition and healthy living.
- The **MINNESOTA VIKINGS** had their fifth annual playground build in June as the entire organization built a playground for Nellie Stone Johnson Community School in North Minneapolis. "Everybody does some little facet, whether it's visiting the children's hospital, meals on wheels or homeless shelters," says Vikings head coach **BRAD CHILDRESS**. "But in terms of the whole organization lending a hand, this is the best."
- The 2010 Community MVP Awards presented by the **NEW ENGLAND PATRIOTS** Charitable Foundation at Gillette Stadium placed the spotlight on those who give their time to help others. Twenty-one honorees were recognized for their contributions and received grants for their respective nonprofit organization. Fifteen New England organizations were presented with \$2,500 in honor of their volunteer work with five more receiving grants of \$5,000.
- For the eighth consecutive year, the New York Jets partnered with the Alliance for Lupus Research to hold their North Jersey Walk With Us to Cure Lupus. Jets owner **WOODY JOHNSON** started the ALR in 1999 to combat lupus, an autoimmune disease that can affect not only the skin but the body's vital organs. The walk raised approximately \$300,000, with all of that money going to lupus research. Over the past eight years, the Jets and ALR have raised nearly \$3 million toward finding a cure for lupus.
- San Diego Chargers President/CEO **DEAN SPANOS**, who raised \$65,000 in support of diabetes research and education, was named Father of the Year by the American Diabetes Association and the Father's Day Council.
- The **GLAZER FAMILY FOUNDATION** donated \$5 million to build the Glazer Children's Museum, scheduled to open in September 2010, in downtown Tampa. "Our family is dedicated to enriching the lives of youth in the Tampa Bay area through a variety of programs and grants," says Darcie Glazer Kassewitz, co-president of the Glazer Family Foundation.
- In recognition of his years of support for the Youth For Tomorrow children's home, Washington Redskins owner **DANIEL SNYDER** was presented the Distinguished Leader Award. The honor is periodically awarded to individuals who have demonstrated long and generous support to Youth For Tomorrow. Snyder's wife, **TANYA**, was recently honored for her efforts to promote breast cancer awareness at the national convention of Zeta Tau Alpha Fraternity for women.



CARL JOHNSON NAMED NFL VICE PRESIDENT OF OFFICIATING



CARL JOHNSON (left), one of the NFL's highest-rated officials who has worked eight postseason games since joining the league in 2001, was named the NFL's vice president of officiating during the offseason.

He will take over leadership of the NFL's Officiating department this year from **MIKE PEREIRA**, who retired in April after nine years in the position.

Johnson, who joined the NFL as a line judge in 2001, was an on-field NFL official for nine seasons. He officiated Super Bowl XLII (Giants-Patriots), four Divisional playoff games including this year's Dallas-Minnesota contest, two Wild Card playoff games, and one Pro Bowl. Pereira was an NFL side judge when he joined the officiating department as a supervisor in 1998 and

then replaced **JERRY SEEMAN** as the head of NFL Officiating in 2001.

A native of Thibodaux, Louisiana, Johnson officiated high school football in Thibodaux from 1982-1993. He then became a head linesman and line judge in the Southland Conference in 1994 and 1995. From 1996-2000, he officiated as a head linesman in the Big XII Conference and worked the 1996 and 1997 Sugar Bowl games, the 1998 Rose Bowl and the 1999 Big XII Championship.

"Carl Johnson is highly respected both by his on-field and off-field officiating colleagues for his stellar body of work and his integrity," says NFL Executive Vice President of Football Operations **RAY ANDERSON**. "His teamwork-first philosophy and his excellent communication skills will provide terrific leadership to our officiating department."

In addition to his on-field officiating expertise, Johnson has 30 years of business management experience, including training and managing a large sales force for a major company in Louisiana. He has overseen staff hiring, performance reviews, promotions, discipline, and terminations, and has conducted numerous meetings and coaching initiatives to improve the performance of his staff.

"Carl's skill set is an outstanding match for this position and we look forward to his leadership in this critical area of our operations," adds Anderson.

2010 NFL STRENGTH OF SCHEDULE

<u>Team</u>	<u>Opponents' 2009 Pct. & Record</u>				<u>Games vs. teams .500 or better</u>	<u>Games vs. playoff teams</u>
Houston Texans	.547	140	116	0	11	7
Tennessee Titans	.547	140	116	0	10	5
Dallas Cowboys	.543	139	117	0	11	7
Cincinnati Bengals	.539	138	118	0	11	7
Jacksonville Jaguars	.535	137	119	0	11	5
New England Patriots	.531	136	120	0	9	8
New York Giants	.527	135	121	0	10	7
Washington Redskins	.523	134	122	0	11	7
Philadelphia Eagles	.520	133	123	0	11	5
Cleveland Browns	.516	132	124	0	11	7
Indianapolis Colts	.516	132	124	0	11	5
Baltimore Ravens	.508	130	126	0	11	5
Detroit Lions	.508	130	126	0	9	8
Chicago Bears	.504	129	127	0	10	8
Minnesota Vikings	.504	129	127	0	9	8
Buffalo Bills	.500	128	128	0	9	8
Miami Dolphins	.500	128	128	0	10	8
New York Jets	.500	128	128	0	9	6
Oakland Raiders	.500	128	128	0	10	4
Atlanta Falcons	.496	127	129	0	11	7
Pittsburgh Steelers	.492	126	130	0	10	7
Green Bay Packers	.488	125	131	0	9	6
Kansas City Chiefs	.488	125	131	0	9	4
Denver Broncos	.484	124	132	0	9	6
Tampa Bay Buccaneers	.480	123	133	0	11	5
Carolina Panthers	.477	122	134	0	10	5
New Orleans Saints	.469	120	136	0	11	5
San Francisco 49ers	.457	117	139	0	9	6
San Diego Chargers	.453	116	140	0	9	4
Seattle Seahawks	.453	116	140	0	10	4
St. Louis Rams	.449	115	141	0	9	4
Arizona Cardinals	.445	114	142	0	9	4

USA FOOTBALL BOLSTERS COACHING COURSES WITH CONCUSSION EDUCATION MATERIAL



USA FOOTBALL, the sport's national governing body on youth and amateur levels, has helped educate more than 50,000 youth coaches spanning all 50 states and the District of Columbia since 2007 through its online coaching courses and full-day coaching schools across the country.

In addition to material regarding X's and O's, USA Football's online courses with video, computer animation and audio also encompass concussion education and management, player hydration and proper equipment fitting.

USA Football created its courses' player wellness curriculum with several significant contributors, including **DR. STANLEY HERRING** (left) of the Spine Center at Harborview Medical Center in Washington, USA Football board member **MERRIL HOGE** and the Centers for Disease Control and Prevention (CDC).

"Player health – particularly on matters of concussions – is rightfully commanding attention in every youth sport," says Dr. Herring. "With USA Football's leadership, football coaches are well-prepared to monitor their players and know what to do when a young athlete's well-being is in question."

To further emphasize concussion education and management, USA Football will launch its "Put Pride Aside for Player Safety" initiative, headlined by a public service announcement that will air this fall. The PSA issues a challenge to youth coaches, particularly those in football, to "put pride aside" rather than revert to the response of "toughing it out" when it comes to head injuries.



LYSTEDT LAW

The NFL's leadership and support of extending the **LYSTEDT LAW** to all states is part of an ongoing education and advocacy initiative about concussions in youth sports that the league has been engaged in with USA Football for the past year. It is a key priority of the new NFL Head, Neck and Spine Committee chaired by **DR. RICHARD G. ELLENBOGEN** and **DR. HUNT BATJER**.

Dr. Ellenbogen and his team treated **ZACKERY LYSTEDT**, a 13-year old boy from Washington who suffered life-threatening injuries after returning to a middle school football game following a concussion. Ellenbogen and his office in the state of Washington were part of the coalition that was instrumental in getting the Lystedt Law signed there in 2009, which keeps young athletes from returning to play too soon. Washington is one of just six states that addresses this issue.

NFL Commissioner **ROGER GOODELL** recently sent a letter to the governors of the other 44 states urging them to pass a law similar to the Lystedt Law in the state of Washington.

"The Center for Disease Control estimates that there may be as many as 3.8 million sports and recreation-related concussions in the United States each year," Goodell wrote. "These injuries are sustained by both boys and girls in numerous contact sports."

"Given our experience at the professional level, we believe a similar approach is appropriate when dealing with concussions in all youth sports. That is why the NFL and its clubs urge you to support legislation that would better protect your state's young athletes by mandating a more formal and aggressive approach to treatment of concussions."

The Lystedt law contains three essential elements:

- Athletes, parents and coaches must be educated about the dangers of concussions each year.
- If a young athlete is suspected of having a concussion, he/she must be removed from a game or practice and not be permitted to return to play.
- A licensed health care professional must clear the young athlete to return to play in the subsequent days or weeks.

NFL TEAMS HELP USA FOOTBALL TRAIN COACHES NATIONWIDE

Helping youth football coaches become better – that's one of the many initiatives handled by **USA FOOTBALL**, the official youth football development partner of the NFL, its 32 teams and the NFL Players Association.

Through its full-day coaching schools and an online computer-animated coaching course curriculum at usafootball.com, volunteer coaches nationwide gain insight, resources and training on player health and concussion awareness, coaching philosophy, practice planning and coach-to-player communication to best teach America's favorite sport.

NFL teams and college programs partner with USA Football to make the game's future even brighter. Every USA Football Coaching School, drawing as many as 400 attendees, features a keynote speaker – many with NFL ties.

Illustrating NFL teams' commitment to youth football, below are some of USA Football's 2010 Coaching School keynote speakers:

	Gerald Brown, Atlanta RB coach		Guy McIntyre, San Francisco director of alumni relations
	Tom Cable, Oakland head coach		Pete Metzelaars, Indianapolis OL coach
	Steve Grogan, former New England QB		Alfredo Roberts, Tampa Bay TE coach
	Brandon Jackson, Green Bay RB		Chris Spielman, former Detroit, Buffalo and Cleveland LB
	Ron Jaworski, former Philadelphia QB		James Thrash, former Washington WR
	Kent Johnston, Cleveland strength & conditioning coach		Mike Tomlin, Pittsburgh head coach
	Frank Leonard, St. Louis TE coach		Dave Toub, Chicago special teams coordinator

USA Football Coaching Schools in 2010 were conducted in partnership with the following NFL teams:

Atlanta Falcons	Indianapolis Colts	Philadelphia Eagles
Baltimore Ravens	Kansas City Chiefs	Pittsburgh Steelers
Carolina Panthers	Minnesota Vikings	St. Louis Rams
Chicago Bears	New Orleans Saints	San Francisco 49ers
Cleveland Browns	New York Giants	Seattle Seahawks
Denver Broncos	New York Jets	Tampa Bay Buccaneers
Green Bay Packers	Oakland Raiders	Washington Redskins

USA FOOTBALL MONTH GEARS UP GAME'S FUNDAMENTALS AND DEVELOPMENT AT YOUTH LEVELS



August is USA Football Month!

America gathers for its favorite sport as the game's fundamentals are practiced in parks and on fields across the country in August by more than three million kids aged 6-14 and over one million high school players.

The NFL recognizes USA Football as the premier organization to strengthen those fundamentals on the sport's grassroots levels for players, coaches and game officials. USA Football offers the sport's most advanced coaching and officiating education courses and player development resources with 3-D computer animation and video at usafootball.com. Player isolation video from NFL Films – available only at usafootball.com – illustrates how some of the NFL's most fundamentally-sound players

master their craft. USA Football also conducts more than 80 football development events annually for coaches, players and youth league commissioners, many of which include NFL team participation.

USA Football ensures a positive football experience for the millions of people who power the sport on youth levels and weaves into its curriculum the game's inherent character-building values of responsibility and teamwork. USA Football members – players, coaches, game officials and youth league commissioners – reside in all 50 states and Washington, D.C.

Fans will become familiar with USA Football Month in numerous ways throughout August:

- USA Football's red-white-and-blue logo will be stenciled on NFL playing fields
- USA Football end zone banners will be featured in NFL stadiums
- Preseason game telecasts will include a 30-second USA Football message
- Special messaging will appear on NFL team web sites and in preseason game programs
- Local youth teams will be invited to play in their NFL team's stadium on preseason gamedays

The NFL, the NFLPA, and each of the league's 32 teams named USA Football their official youth football development partner in 2009, marking the first time in league history that an organization has earned the designation.



USA Football conducts more than 80 football training events annually, was endowed by the NFL and NFL Players Association through the NFL Youth Football Fund in 2002 and is chaired by former NFL team executive **CARL PETERSON**.

GIANTS AND JETS OPEN NEW STADIUM...AND IT'S ALREADY GOT A SUPER BOWL!



The **NEW YORK GIANTS** and **NEW YORK JETS** will debut the NFL's newest stadium this year – 82,500-seat **NEW MEADOWLANDS STADIUM**. And before it opens, it already knows what it will host four years from now – Super Bowl XLVIII in 2014, which NFL owners awarded at the 2010 NFL Spring Meeting.

Covering 13.5 acres, New Meadowlands Stadium – the only current facility to house two NFL teams – offers an impressive array of amenities. Among other luxuries, the stadium features four massive HD video display boards, wider concourses, a myriad of food and shopping options, and the closest seats to the action in the entire NFL.

Also, the exterior of the stadium bowl, comprised of louvers and lights, will have the capability to change colors to reflect the home teams' colors on gameday. When the Giants are home, the stadium will be illuminated in blue; when the Jets are home, the exterior of the stadium will be green.

In addition, the new facility is one of the most environmentally-friendly venues in all of sports. Constructed partially with recycled steel, New Meadowlands Stadium will use 30 percent less energy and 25 percent less water than the old stadium. Fans will also have the opportunity to do their part, with additional recycling bins in the stadium and parking lots and the completion of a new rail line that will allow up to 10,000 fans to ride to the facility on gamedays.

More than anything, the new stadium is a source of pride for both Giants and Jets fans.

"With this stadium, we think that those on the field, and in the stands, will have the greatest place to play and watch the game in the country," says Giants President and CEO **JOHN MARA**. "It will be an extraordinary facility with a stadium design that will reward our fans for their enthusiasm, support and loyalty."

"Every aspect of a Sunday at the stadium will be radically different before fans even step foot inside," says Jets Chairman and CEO **WOODY JOHNSON**. "Once at the stadium, fans will enjoy enhanced tailgating opportunities and a new plaza filled with activities for fans of all ages."

The Giants and Jets have certainly done their part to bring a world-class facility to their fans in the Meadowlands. [Here is a look at the new facility, by the numbers:](#)

- 46 feet: Distance from sideline to front row seats on the 50 yard line
- 118 feet: Width of the four large video display boards
- 800: Number of concession stands
- 1,350: Number of restroom fixtures located throughout the stadium
- 2,018: Number of HD monitors throughout the stadium
- 2,200 feet: Length of ribbon board that circles the interior bowl
- 16,720 square feet: area of scoreboard at new stadium (as compared to 2,784 at Giants Stadium)
- 27,500: Number of parking spaces (as compared to 25,500 at Giants Stadium)
- 2 million square feet: area of the new stadium (as compared to 900,000 square feet at Giants Stadium)
- XLVIII: Number of the Super Bowl to be played there in 2014

CHIEFS UNVEIL NEW ARROWHEAD STADIUM IN PRIMETIME



The **KANSAS CITY CHIEFS** will open renovated **NEW ARROWHEAD STADIUM** in primetime when the club hosts the division rival San Diego Chargers on Monday, September 13 (10:15 PM ET) as the nightcap of ESPN's *Monday Night Football* Kickoff Weekend doubleheader.

Completed in three years, the stadium renovations will allow the Chiefs to preserve the great tradition of the franchise while also providing their fans with one of the best gameday experiences in the NFL.

Widely recognized as one of the most intimidating venues for visiting teams, the renovations will enhance the legendary gameday atmosphere Chiefs players and fans are accustomed to enjoying. In addition to maintaining its iconic swooping sculptural form and keeping all seats close to the field, the New Arrowhead Stadium will remain one of the loudest facilities in the NFL, preserving the club's famous home-field advantage.

What will be new for fans is the impressive array of amenities the renovated stadium has to offer. That includes wider concourses, an increased number of restroom facilities and a variety of new concession and merchandise options, all of which were designed so fans miss as little action as possible.

Also, the renovated stadium features state-of-the-art video and sound systems so fans can experience the game like never before. As fans approach the stadium plaza gates, they will be greeted by large LED video display boards featuring gameday excitement and information. Once inside the seating bowl, fans will be drawn to the new football-shaped video screens and ribbon boards, which will provide instant replays, statistics and other information.

"Arrowhead is the home to the best fans in the NFL," says Chiefs Chairman **CLARK HUNT**. "Chiefs fans are knowledgeable, passionate, loyal and – most importantly – loud. To Chiefs fans, Arrowhead is much more than a stadium, it's an experience, and we think the New Arrowhead will help enhance that experience for our fans."

In addition, the renovated stadium also honors the great history of the Chiefs. The Founder's Plaza, which pays tribute to Chiefs founder and longtime owner **LAMAR HUNT**, and the Hall of Honors, which celebrates the club's great teams and players, will help keep the franchise's proud legacy alive.

"For our family, Arrowhead is also a special place because of what it meant to my father, Lamar," says Clark Hunt. "This stadium was born out of his vision for the sport of pro football in Mid-America and his passion for the Chiefs. And, by his own account, it was his favorite place on Earth."

New Arrowhead Stadium will help ensure future generations of Chiefs fans will be able to embrace the team's rich tradition.

BEST NFL RECORDS, PAST 10 YEARS

Having continuity under center and in the front office are some of the key ingredients to an organization's success on the field.

Over the past 10 years, four NFL teams have posted a winning percentage of .600 or better – led by the **INDIANAPOLIS COLTS** (115-45, .719). The Colts' 115 wins set an NFL record for the most wins in a single decade in league history, topping the 114 wins by the San Francisco 49ers of the 1990s. During that span, three-time AP Most Valuable Player **PEYTON MANNING** (right), has started every game at quarterback for the team, leading the Colts to a victory in Super Bowl XLI and a berth in Super Bowl XLIV.

"The most wins in a decade is really something," says Colts President **BILL POLIAN**. "To think you can win more games in a decade than the legendary San Francisco 49ers, coached by **BILL WALSH**, I almost can't come to grips with that."

"To think you have eclipsed a record that that great team – with **JOE MONTANA** and **JERRY RICE** and **STEVE YOUNG** and all of those players – set is absolutely amazing. I almost can't get my arms around it, but it's a monumental achievement and one I hope people in Indianapolis will remember for a long, long time."



The teams with the best regular-season records over the past 10 years (2000-09):

TEAM	W	L	T	PCT.	PLAYOFF BERTHS	SUPER BOWL BERTHS	SUPER BOWL WINS
Indianapolis	115	45	0	.719	9	2	1
New England	112	48	0	.700	7	4	3
Pittsburgh	103	56	1	.647	6	2	2
Philadelphia	103	56	1	.647	8	1	0
Green Bay	95	65	0	.594	6	0	0

SAME FACES, NEW PLACES



Whether through free agency or trades, this offseason contained big-name switches that may alter the landscape of the 2010 NFL season.

The New York Jets made a slew of high-profile acquisitions this offseason, most notably bringing in former MVP, Walter Payton NFL Man of the Year and active touchdown leader **LA DAINIAN TOMLINSON** (left), who spent his first nine seasons in San Diego.

“I came here to win a championship, and I believe this team has the ability to do it,” says Tomlinson, who led the Chargers to two AFC Championship Games.

“I always wanted to live in New York and have the opportunity to play on that wonderful stage. Obviously, now I get that opportunity and I’m excited about it.”

Some notable players who changed teams this offseason:

<u>PLAYER</u>	<u>NEW TEAM</u>	<u>2009 TEAM</u>
WR Anquan Boldin	Baltimore	Arizona
DE Alex Brown	New Orleans	Chicago
T Jammal Brown	Washington	New Orleans
CB Sheldon Brown	Cleveland	Philadelphia
WR Antonio Bryant	Cincinnati	Tampa Bay
CB Antonio Cromartie	New York Jets	San Diego
LB Karlos Dansby	Miami	Arizona
QB Jake Delhomme	Cleveland	Carolina
G Alan Faneca	Arizona	New York Jets
LB Larry Foote	Pittsburgh	Detroit
WR Ted Ginn Jr.	San Francisco	Miami
WR Santonio Holmes	New York Jets	Pittsburgh
WR Torry Holt	New England	Jacksonville
RB Larry Johnson	Washington	Cincinnati
RB Thomas Jones	Kansas City	New York Jets
DE Aaron Kampman	Jacksonville	Green Bay
QB Byron Leftwich	Pittsburgh	Tampa Bay
WR Brandon Marshall	Miami	Denver
QB Donovan McNabb	Washington	Philadelphia
WR Kassim Osgood	Jacksonville	San Diego
RB Willie Parker	Washington	Pittsburgh
DE Julius Peppers	Chicago	Carolina
LB Joey Porter	Arizona	Miami
WR Antwaan Randle El	Pittsburgh	Washington
S Kerry Rhodes	Arizona	New York Jets
CB Dunta Robinson	Atlanta	Houston
S Antrel Rolle	New York Giants	Arizona
LB Ernie Sims	Philadelphia	Detroit
RB Chester Taylor	Chicago	Minnesota
LB Jason Taylor	New York Jets	Miami
RB LaDainian Tomlinson	New York Jets	San Diego
DE Kyle Vanden Bosch	Detroit	Tennessee
QB Charlie Whitehurst	Seattle	San Diego
DT Corey Williams	Detroit	Cleveland
DT Jamal Williams	Denver	San Diego

NFL’S “THIRD-QUARTERBACK” RULE – SOMETIMES MISUNDERSTOOD

Nineteen years ago (1991) the third-quarterback rule was instituted to enable teams to have an emergency quarterback available who was not on the 45-man game-day active roster, since many teams, for strategic purposes, only carried two quarterbacks on their game-day roster.

Everybody thinks they understand the NFL’s “third-quarterback” rule. Here it is:

The rule states that **if a third quarterback is inserted before the fourth quarter, a team’s first two quarterbacks cannot be used for the remainder of the game at any position.**

Another aspect of the rule is sometimes misunderstood. It is a coach’s decision as to whether a third quarterback will be used. The active quarterbacks **do not have to be injured** for a team to use its third quarterback.



BEST KICKOFF WEEKEND PERFORMANCES, 1933-2009

MOST YARDS RUSHING

	<u>YARDS</u>	<u>ATT</u>	<u>LG</u>	<u>TD</u>
O.J. Simpson, Buffalo vs. New England, 9/16/73	250	29	80t	2
Michael Turner, Atlanta vs. Detroit, 9/7/08	220	22	66t	2
Eddie George, Tennessee vs. Oakland, 8/31/97	216	35	29t	1
George Rogers, New Orleans vs. St. Louis, 9/4/83	206	24	76t	2
Gerald Riggs, Atlanta vs. New Orleans, 9/2/84	202	35	57	2
Duce Staley, Philadelphia vs. Dallas, 9/3/00	201	26	60	1
Norm Bulaich, Baltimore vs. N.Y. Jets, 9/19/71	198	22	67t	1
Curtis Martin, N.Y. Jets vs. Cincinnati, 9/12/04	196	29	24t	1
Alan Ameche, Baltimore vs. Chicago, 9/25/55	194	21	79t	1
Otis Anderson, St. Louis vs. Dallas, 9/2/79	193	21	76t	1
Eric Dickerson, L.A. Rams vs. St. Louis, 9/7/86	193	38	25	2

MOST YARDS PASSING

	<u>YARDS</u>	<u>ATT</u>	<u>COMP</u>	<u>TD</u>	<u>INT</u>
Norm Van Brocklin, L.A. Rams vs. N.Y. Yanks, 9/28/51	554	41	27	5	2
Dan Marino, Miami vs. New England, 9/4/94	473	42	23	5	1
Kurt Warner, St. Louis vs. Denver, 9/4/00	441	35	25	3	3
Drew Bledsoe, New England vs. Miami, 9/4/94	421	51	32	4	2
Glenn Foley, N.Y. Jets vs. San Francisco, 9/6/98	415	58	30	3	1
Pete Beathard, Houston vs. Kansas City, 9/9/68	413	48	23	2	3
Phil Simms, N.Y. Giants vs. Philadelphia, 9/2/84	409	30	23	4	0
Johnny Unitas, Baltimore vs. Atlanta, 9/17/67	401	32	22	2	1
Bill Kenney, Kansas City vs. New Orleans, 9/8/85	397	34	22	3	1
Warren Moon, Houston vs. Atlanta, 9/9/90	397	52	31	4	2

MOST YARDS RECEIVING

	<u>YARDS</u>	<u>REC</u>	<u>LG</u>	<u>TD</u>
Frank Clarke, Dallas vs. Washington, 9/16/62	241	10	58t	3
Anquan Boldin, Arizona vs. Detroit, 9/7/03	217	10	71t	2
Hugh Taylor, Washington vs. Philadelphia, 9/28/47	212	8	62t	3
Lance Alworth, San Diego vs. Denver, 9/11/65	211	7	48	1
Irving Fryar, Miami vs. New England, 9/4/94	211	5	54t	3
Wes Chandler, New Orleans vs. Atlanta, 9/2/79	205	6	42	1
Don Maynard, N.Y. Jets vs. Kansas City, 9/15/68	203	8	57t	2
Marty Booker, Chicago vs. Minnesota, 9/8/02	198	8	54	1
Tim Smith, Houston vs. Green Bay, 9/4/83	197	8	47t	1
Bob Hayes, Dallas vs. N.Y. Giants, 9/18/66	195	6	74t	2



Michael Turner



Anquan Boldin



Kurt Warner



BEST KICKOFF WEEKEND PERFORMANCES, PAST 10 YEARS

(2009 Performances in Bold & Italics)

MOST RUSHING YARDS

	<u>YARDS</u>	<u>ATT</u>	<u>LG</u>	<u>TD</u>
Michael Turner, Atlanta vs. Detroit, 9/7/08	220	22	66t	2
Duce Staley, Philadelphia vs. Dallas, 9/3/00	201	26	60	1
Curtis Martin, N.Y. Jets vs. Cincinnati, 9/12/04	196	29	24t	1
<i>Adrian Peterson, Minnesota vs. Cleveland, 9/13/09</i>	180	25	64t	3
Chris Brown, Tennessee vs. Jacksonville, 9/9/07	175	19	42	0
Willie Parker, Pittsburgh vs. Tennessee, 9/11/05	161	22	45	1
Ahman Green, Green Bay vs. Detroit, 9/9/01	157	17	83t	2
Quentin Griffin, Denver vs. Kansas City, 9/12/04	156	23	47t	2
Ahman Green, Green Bay vs. Atlanta, 9/8/02	155	27	38	0
Priest Holmes, Kansas City vs. Denver, 9/12/04	151	26	33t	3

MOST YARDS PASSING

	<u>YARDS</u>	<u>ATT</u>	<u>COMP</u>	<u>TD</u>	<u>INT</u>
Kurt Warner, St. Louis vs. Denver, 9/4/00	441	35	25	3	3
<i>Tom Brady, New England vs. Buffalo, 9/14/09</i>	378	53	39	2	1
Marc Bulger, St. Louis vs. San Francisco, 9/11/05	362	56	34	2	1
Donovan McNabb, Philadelphia vs. St. Louis, 9/7/08	361	33	21	3	0
Jeff Blake, Arizona vs. Detroit, 9/7/03	358	46	28	3	1
Vinny Testaverde, Dallas vs. Minnesota, 9/12/04	355	50	29	1	0
Tony Romo, Dallas vs. N.Y. Giants, 9/9/07	345	24	15	4	1
Drew Brees, New Orleans vs. Tampa Bay, 9/7/08	343	32	23	3	0
Kerry Collins, N.Y. Giants vs. San Francisco, 9/5/02	342	45	28	0	3
Kurt Warner, St. Louis vs. N.Y. Giants, 9/7/03	342	54	34	1	1

MOST YARDS RECEIVING

	<u>YARDS</u>	<u>REC</u>	<u>LG</u>	<u>TD</u>
Anquan Boldin, Arizona vs. Detroit, 9/7/03	217	10	71t	2
Marty Booker, Chicago vs. Minnesota, 9/8/02	198	8	54	1
Randy Moss, New England vs. N.Y. Jets, 9/9/07	183	9	51t	1
<i>Reggie Wayne, Indianapolis vs. Jacksonville, 9/13/09</i>	162	10	39	1
Antwaan Randle El, Washington vs. Miami, 9/9/07	162	5	54	0
Larry Fitzgerald, Arizona vs. N.Y. Giants, 9/11/05	155	13	30	1
Laveranues Coles, N.Y. Jets vs. Tennessee, 9/10/06	153	8	41	0
Quincy Morgan, Cleveland vs. Kansas City, 9/8/02	151	9	44t	2
Randy Moss, Minnesota vs. Green Bay, 9/7/03	150	9	27	1
Shawn Jefferson, Atlanta vs. San Francisco, 9/4/00	148	7	48t	1



Adrian Peterson



Tom Brady



Reggie Wayne



BEST OPENING MONTH RECORDS, PAST 10 YEARS

Getting off to a strong start is important. Over the past 10 years, 15 teams have a winning record through the season's first month. Those 15 clubs have combined for 77 playoff appearances over that span and have won eight of the 10 Super Bowl championships.

The teams with winning opening-month records over the past 10 years (2000-09):

<u>TEAM</u>	<u>RECORD</u>	<u>PCT.</u>	<u>TEAM</u>	<u>RECORD</u>	<u>PCT.</u>
Indianapolis	26-6-0	.813	Green Bay	20-15-0	.571
Denver	25-10-0	.714	Tampa Bay	18-15-0	.545
New York Giants	22-11-0	.667	Jacksonville	18-15-0	.545
Baltimore	20-12-0	.625	Atlanta	18-16-0	.529
Seattle	20-13-0	.606	Minnesota	18-16-0	.529
New England	19-13-0	.594	New Orleans	17-16-0	.515
Philadelphia	20-14-0	.588	New York Jets	17-16-0	.515
Dallas	19-14-0	.576			



63 YEARS AGO ON KICKOFF WEEKEND – A RECORD 87 POINTS!

Sixty-three years ago, the **WASHINGTON REDSKINS** and **PHILADELPHIA EAGLES** opened the 1947 season with a record-breaking bang. The Eagles outscored the Redskins 45-42 on September 28 before a crowd of 35,406 in Philadelphia's Municipal Stadium. The 87-point total was an NFL record and continues to stand as the most points scored in a game on Kickoff Weekend. (The record for most combined points in any NFL game is 113 by Washington (72) and the New York Giants (41) on November 27, 1966.)

The 12-touchdown scoring blitz, an NFL record at the time, was highlighted by the play of two future Pro Football Hall of Famers – Washington quarterback **SAMMY BAUGH** and Philadelphia halfback **STEVE VAN BUREN**.

Baugh, whose 1947 totals in completions (210), attempts (354) and yards passing (2,938) were NFL records, threw for 364 yards and five touchdowns, including three to rookie end **HUGH TAYLOR**. Van Buren, whose 1,008 rushing yards for the year were also a league record, returned a kickoff 95 yards for a touchdown and rushed for another while totaling 98 yards on the ground.

September 28, 1947, Municipal Stadium, Philadelphia, PA

Washington	0	14	14	14	--	42
Philadelphia	10	14	14	7	--	45

Phi -	FG Muha 40
Phi -	Pihos 19 pass from Thompson (Patton kick)
Was -	Nussbaumer 25 pass from Baugh (Poillon kick)
Was -	Taylor 62 pass from Baugh (Poillon kick)
Phi -	Van Buren 95 kickoff return (Patton kick)
Phi -	Sherman 1 run (Patton kick)
Was -	Saenz 94 kickoff return (Poillon kick)
Phi -	Van Buren 1 run (Patton kick)
Phi -	Pihos 21 pass from Thompson (Patton kick)
Was -	Poillon 4 pass from Baugh (Poillon kick)
Phi -	Armstrong 29 pass from Thompson (Patton kick)
Was -	Taylor 36 pass from Baugh (Poillon kick)
Was -	Taylor 18 pass from Baugh (Poillon kick)

59 YEARS AGO ON KICKOFF WEEKEND: THE DUTCHMAN GOES WILD!



Los Angeles Rams quarterback **NORM “THE DUTCHMAN” VAN BROCKLIN** (left) entered the 1951 season entrenched in a duel for the starting position with veteran **BOB WATERFIELD**. A Waterfield injury sidelined the incumbent quarterback prior to the season opener against the New York Yanks on September 28, and opened the door for Van Brocklin to show his worth. He took advantage of the opportunity by producing the most prolific passing performance in NFL history. Van Brocklin threw for an NFL-record 554 yards in a 54-14 rout of the Yanks at the Los Angeles Coliseum. The Pro Football Hall of Fame quarterback tossed five touchdowns and completed 27 of 41 passes.

“It’s the finest exhibition of passing I’ve ever seen,” said Rams coach **JIMMY PHELAN** after the game. “Van Brocklin was hitting them in the eye practically every time he threw the ball.”

Van Brocklin, who passed away at the age of 57 in 1983, remained subdued about the performance. “Everything I threw seemed to be caught and run for a long gain,” he said.

The Rams’ **TOM FEARS** averaged 23.1 yards on his seven catches and **ELROY “CRAZYLEGS” HIRSCH** averaged 19.2 yards on nine receptions. Los Angeles amassed an NFL-record 735 total yards and 34 first downs.

“They don’t need me out here anymore,” said Waterfield after the game. The two quarterbacks would split time for the rest of the season as the Rams captured the 1951 NFL Championship.

Van Brocklin’s record has stood for the past 59 years. Former Houston Oilers quarterback **WARREN MOON** came the closest to breaking Van Brocklin’s mark with a 527-yard day against Kansas City on December 16, 1990.

Following are the top passing performances in various levels of football:

LEAGUE	QUARTERBACK	DATE	PERFORMANCE
High School	David Koral, Pacific Palisades, CA	September 22, 2000	764 yards vs. Grant, CA
NCAA Division I-A (FBS)	David Klingler, Houston	December 2, 1990	732 yards vs. Arizona St.
NCAA Division III	Zamir Amin, Menlo	October 7, 2000	723 yards vs. Cal Lutheran
Canadian Football League	Matt Dunigan, Winnipeg	July 14, 1994	713 yards vs. Edmonton
NCAA Division I-AA (FCS)	Robert Kent, Jackson St.	October 6, 2001	668 yards vs. Alabama St.
NCAA Division II	Andrew Webb, Fort Lewis	November 16, 2002	660 yards vs. Mesa St.
NFL	Norm Van Brocklin, LA Rams	September 28, 1951	554 yards vs. NY Yanks

2010 NFL SPECIAL PATCHES & LOGOS

This will be a season of celebration for several NFL franchises. The season also will serve as a remembrance for individuals who have left a lasting legacy with a team.

Below are patches and logos that have been created by teams to honor their history or celebrate events this season:

TEAM/EVENT	PATCH/DECAL
Buffalo Bills	Bills “Toronto Series” patch.
Chicago Bears	The team will honor the “Monsters of the Midway” championship teams from the 1940s with throwback jerseys.
Chicago Bears	Memorial helmet decal for Gaines Adams.
Dallas Cowboys	The team will wear its 50th anniversary patch throughout the 2010 season.
Denver/San Francisco	NFL “International Series” patch.
Green Bay Packers	The team will honor its 1929 NFL champions with a re-creation of their uniform.
Minnesota Vikings	The team will wear a 50th season patch throughout the 2010 season.
National Football League	All teams will wear a pink ribbon decal on their helmets to support Breast Cancer Awareness Month in October.
National Football League	NFL game officials will wear a memorial patch on their hats for late back judge Bob Lawing.
New Orleans Saints	The team will wear a Super Bowl champions patch on Kickoff Weekend.
New York Giants	The team will celebrate the inaugural season of the New Meadowlands Stadium.
New York Jets	The team will celebrate the inaugural season of the New Meadowlands Stadium.
Philadelphia Eagles	The team will celebrate the 50th anniversary of its 1960 NFL championship team on September 12 against Green Bay.



The Bills will face the Bears in the third regular-season game to be played in Toronto.



The Bears will wear throwback jerseys to honor their 1940s championship teams.



The Bears will honor the memory of DE Gaines Adams with a helmet decal.



The Cowboys celebrate their 50th anniversary.



The 49ers will play host to the Broncos as part of the NFL's International Series.



The Packers will wear throwback jerseys to honor their 1929 championship team.



The Vikings celebrate their 50th season.



All teams will wear a pink ribbon decal on their helmets to support Breast Cancer Awareness Month in October.



NFL officials will wear a memorial patch on their hats for late back judge Bob Lawing.



The Saints will wear a Super Bowl champions patch on Kickoff Weekend.



The Jets will celebrate their inaugural season at New Meadowlands Stadium.



The Eagles will celebrate the 50th anniversary of their 1960 NFL championship team.

TEBOW IS TOPS!



Denver Broncos rookie quarterback **TIM TEBOW** (left) was the 25th overall pick of the 2010 NFL Draft. But on the list of the top 25 NFL player jerseys sold on NFLShop.com, Tebow is number one.

Since April 1, Tebow's No. 15 Broncos jersey is the top seller among all NFL players. Five rookies – Tebow, Detroit Lions defensive tackle **NDAMUKONG SUH**, St. Louis Rams quarterback **SAM BRADFORD**, Dallas Cowboys wide receiver **DEZ BRYANT** and Kansas City Chiefs safety **ERIC BERRY** – rank among the top 25 over that span.

Following are the top-selling player jerseys from April 1 – June 30, 2010 (rookies in bold):

TOP-SELLING NFL PLAYER JERSEYS

1	Tim Tebow, Denver Broncos	14	Tom Brady, New England Patriots
2	Donovan McNabb, Washington Redskins	15	Dez Bryant, Dallas Cowboys
3	Drew Brees, New Orleans Saints	16	Brandon Marshall, Miami Dolphins
4	Peyton Manning, Indianapolis Colts	17	Reggie Bush, New Orleans Saints
5	Tony Romo, Dallas Cowboys	18	Eric Berry, Kansas City Chiefs
6	Brett Favre, Minnesota Vikings	19	Aaron Rodgers, Green Bay Packers
7	Troy Polamalu, Pittsburgh Steelers	20	DeSean Jackson, Philadelphia Eagles
8	Ndamukong Suh, Detroit Lions	21	Adrian Peterson, Minnesota Vikings
9	Sam Bradford, St. Louis Rams	22	Patrick Willis, San Francisco 49ers
10	Mark Sanchez, New York Jets	23	Miles Austin, Dallas Cowboys
11	Eli Manning, New York Giants	24	Kevin Kolb, Philadelphia Eagles
12	Larry Fitzgerald, Arizona Cardinals	25	Philip Rivers, San Diego Chargers
13	LaDainian Tomlinson, New York Jets		

Source: NFLShop.com

WHY I LIKE MY NUMBER

San Francisco 49ers wide receiver **TED GINN JR.** has a special reason for wearing No. 19 on his jersey – to honor his father.

“My dad wore the same number back in the day,” says Ginn. “He wasn’t a pro or anything, but it means a lot to me to wear the same number as him.”

Many players’ numbers are not just randomly assigned. Following are the reasons behind some NFL players’ numbers:



PLAYER, TEAM	NUMBER	EXPLANATION
WR DEZ BRYANT , Dallas	88	Jerry Jones wanted Bryant to wear No. 88 in hopes that he would follow in the tradition of Drew Pearson and Michael Irvin.
DT GERALD MC COY , Tampa Bay	93	DT Roy Miller switched from No. 93 to No. 90 to give his old number to first-round draft pick McCoy, who wore No. 93 at Oklahoma. Miller gave McCoy the number as a goodwill gesture, and did not ask for any compensation.
S ERIC BERRY , Kansas City	29	Berry is wearing No. 29 in honor of his former college teammate, Inky Johnson, who suffered a shoulder injury in 2006.
WR MICHAEL CRABTREE , San Francisco	15	Crabtree grew up wearing No. 1 in his early playing days. In high school and college, he wore No. 5. When he got to the NFL, he combined the numbers and took No. 15.
G JOHN JERRY , Miami	74	Jerry is wearing No. 74 in honor of his former Ole Miss teammate Michael Oher, who was a mentor to him in college.
QB DENNIS DIXON , Pittsburgh	10	Dixon wore No. 10 while playing for the University of Oregon, and decided to take his college number when it became available after Antonio Holmes was traded to the New York Jets.
DE CHRIS LONG , St. Louis	91	Long is switching to the number he wore in college.
DT DAN WILLIAMS , Arizona	92	Williams chose the number after he was drafted because of Reggie White, who also attended the University of Tennessee.

STARTING RECORDS OF ACTIVE NFL QUARTERBACKS

(Regular season only; minimum 10 starts)

<u>QUARTERBACK, TEAM</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>PCT.</u>
Tom Brady, New England	97	30	0	.764
Philip Rivers, San Diego	46	18	0	.719
Ben Roethlisberger, Pittsburgh	60	26	0	.698
Tony Romo, Dallas	38	17	0	.691
Peyton Manning, Indianapolis	131	61	0	.682
Matt Ryan, Atlanta	20	10	0	.667
Vince Young, Tennessee	26	13	0	.667
Donovan McNabb, Washington	92	49	1	.651
Brett Favre, Minnesota	181	104	0	.635
Joe Flacco, Baltimore	20	12	0	.625
Shaun Hill, Detroit	10	6	0	.625
Rex Grossman, Washington	19	12	0	.613
Kyle Orton, Denver	29	19	0	.604
Jake Delhomme, Cleveland	54	38	0	.587
Eli Manning, N.Y. Giants	50	37	0	.575
Michael Vick, Philadelphia	38	28	1	.575
Drew Brees, New Orleans	68	53	0	.562
Matt Hasselbeck, Seattle	63	54	0	.538
Chad Henne, Miami	7	6	0	.538
Chad Pennington, Miami	43	37	0	.538
Mark Sanchez, N.Y. Jets	8	7	0	.533
Aaron Rodgers, Green Bay	17	15	0	.531
Tarvaris Jackson, Minnesota	10	9	0	.526
Carson Palmer, Cincinnati	42	39	0	.519
Mark Brunell, *	78	73	0	.517
Todd Collins, *	10	10	0	.500
David Garrard, Jacksonville	31	31	0	.500
Sage Rosenfels, Minnesota	6	6	0	.500
Byron Leftwich, Pittsburgh	24	25	0	.490
Matt Schaub, Houston	19	21	0	.475
Derek Anderson, Arizona	16	18	0	.471
Matt Cassel, Kansas City	14	16	0	.467
Trent Edwards, Buffalo	14	16	0	.467
A.J. Feeley, St. Louis	7	8	0	.467
Kerry Collins, Tennessee	79	91	0	.465
Jay Cutler, Chicago	24	29	0	.453
Charlie Batch, Pittsburgh	22	28	0	.440
Chris Simms, Tennessee	7	9	0	.438
Kyle Boller, Oakland	20	26	0	.435
Marc Bulger, Baltimore	41	54	0	.432
Patrick Ramsey, *	10	14	0	.417
Matt Leinart, Arizona	7	10	0	.412
Jon Kitna, Dallas	46	69	0	.400
Alex Smith, San Francisco	16	24	0	.400
Josh McCown, *	12	19	0	.387
Jason Campbell, Oakland	20	32	0	.385
Ryan Fitzpatrick, Buffalo	8	14	1	.370
Seneca Wallace, Cleveland	5	9	0	.357
Chris Redman, *	4	8	0	.333
Bruce Gradkowski, Oakland	5	11	0	.313
Charlie Frye, Oakland	7	16	0	.304
J.P. Losman, Seattle	10	23	0	.303
Billy Volek, San Diego	3	7	0	.300
David Carr, San Francisco	23	56	0	.291
JaMarcus Russell, *	7	18	0	.280
Brady Quinn, Denver	3	9	0	.250
Matthew Stafford, Detroit	2	8	0	.200
Tyler Thigpen, Miami	1	10	0	.091

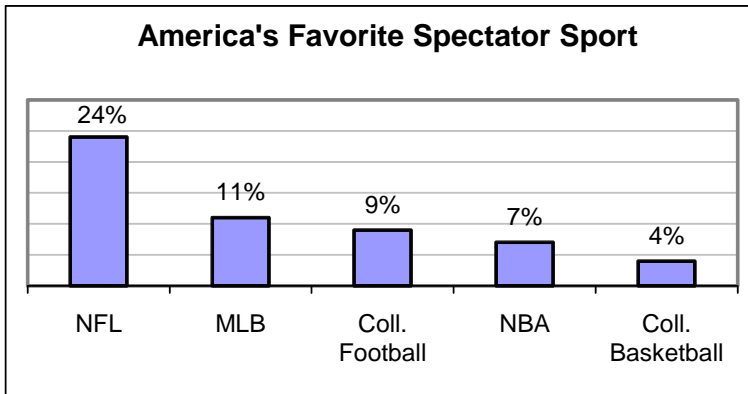
* Free agent; subject to developments

SURVEY SAYS!

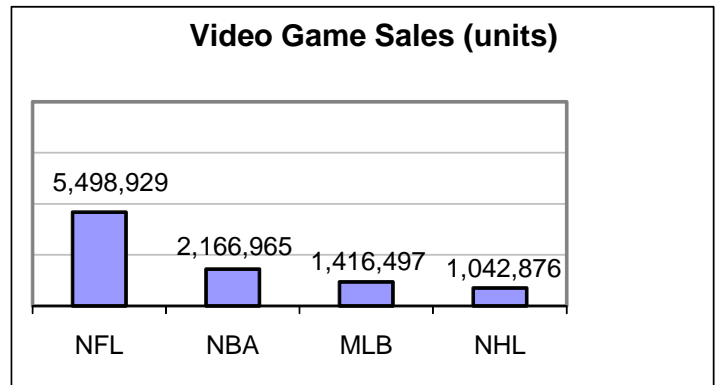
The NFL has been America's most popular sport for the past 45 years, rated No. 1 by fans in the Harris Poll since 1965. In fact, the NFL's popularity is growing with TV ratings up last year and more people naming professional football (35 percent) as their favorite sport than the combined total of the next three professional sports – baseball (16), auto racing (nine) and men's pro basketball (five). NFL popularity can be measured in other ways as well. For instance:

- NFL games on CBS, FOX and NBC averaged 18.4 million viewers – **116 percent higher** than the average primetime viewership among the four major over-the-air networks (8.5 million average on ABC, CBS, FOX, NBC).
- Super Bowl XLIV reached a **total audience** of 153.4 million viewers, making it the **most-watched show in U.S. television history**, according to Nielsen Media Research. In addition, a record average of 106.5 million viewers watched Super Bowl XLIV – topping the previous mark of 106 million for the series finale of M*A*S*H in 1983.
- 33 percent of adults say the Super Bowl is their favorite championship to watch, according to a new Rasmussen Reports national telephone survey. Coming in a distant second is Major League Baseball's World Series, the top choice of 12 percent.

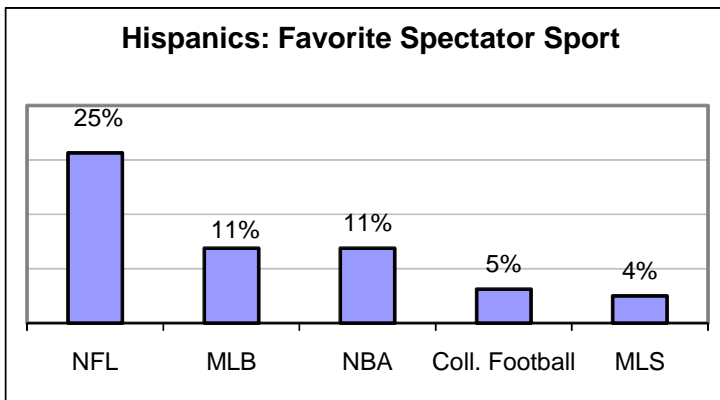
Following is a broader look at the NFL's popularity:



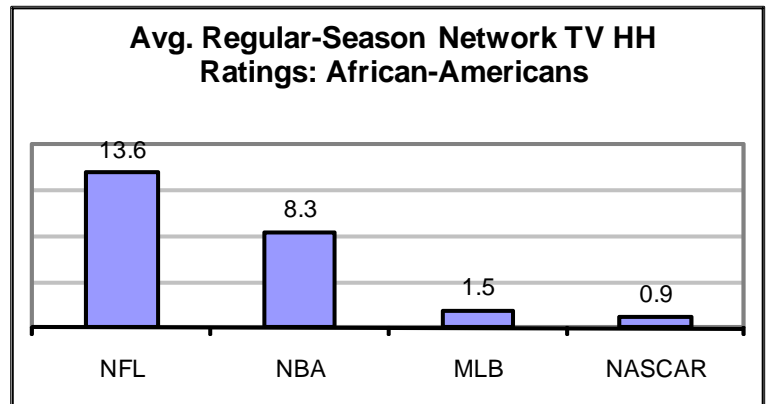
Source: 2009 ESPN Sports Poll



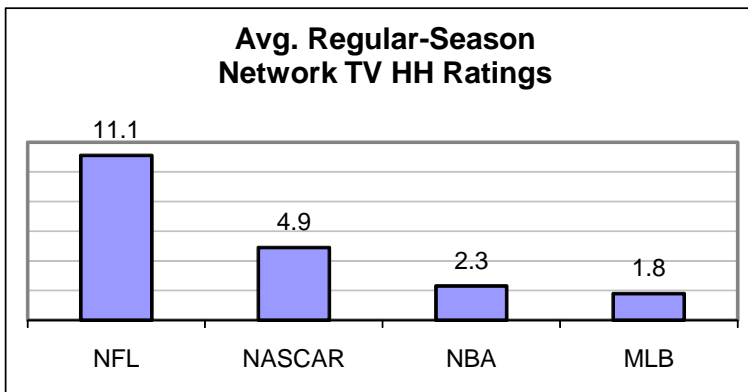
Source: The NPD Group (May 2009-April 2010)



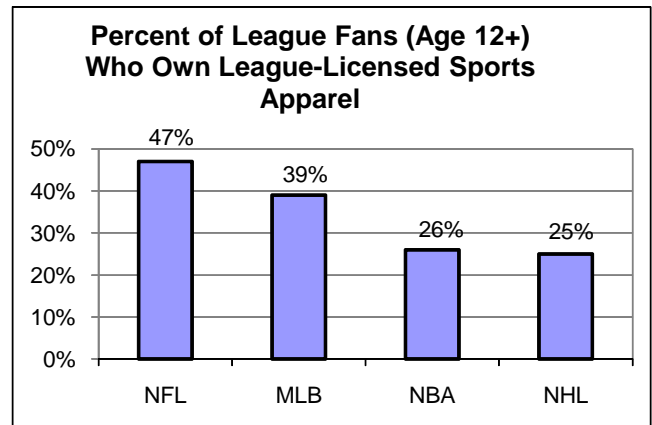
Source: 2009 ESPN Sports Poll



Source: NFL; Nielsen NPOWER 2009 - 10, Broadcast only



Source: NFL and Nielsen Media Research 2009-10, Broadcast only



Source: 2009 ESPN Sports Poll



THE LAST TIME... **(2009 games in red)**

PASSING

500 YARDS, GAME: 503, Ben Roethlisberger, Pittsburgh vs. Green Bay, December 20, 2009
7 TD PASSES, GAME: Joe Kapp, Minnesota vs. Baltimore, September 28, 1969
60 ATTEMPTS, GAME: 67, Brian Griese, Tampa Bay vs. Chicago, September 21, 2008 (OT)
20 CONSECUTIVE COMPLETIONS, GAME: 20, Brett Favre, Green Bay vs. Detroit, November 22, 2007
99-YARD TD PASS: Gus Frerotte to Bernard Berrian, Minnesota vs. Chicago, November 30, 2008

RECEIVING

3 100-YARD GAMES, SAME TEAM: Philadelphia vs. St. Louis, September 7, 2008
DeSean Jackson, 6-106-0; Greg Lewis, 5-104-0; Hank Baskett, 2-102-1
Arizona vs. New York Jets, September 28, 2008
Anquan Boldin, 10-119-1; Steve Breaston, 9-122-0; Larry Fitzgerald, 8-122-0
300 YARDS, GAME: 336, Willie Anderson, L.A. Rams vs. New Orleans, November 26, 1989 (OT)
15 RECEPTIONS, GAME: 21, Brandon Marshall, Denver vs. Indianapolis, December 13, 2009
15, Wes Welker, New England vs. New York Jets, November 22, 2009
4 TDs, GAME: Randy Moss, New England vs. Buffalo, November 18, 2007
Terrell Owens, Dallas vs. Washington, November 18, 2007

RUSHING

5 TDs, GAME: Clinton Portis, Denver vs. Kansas City, December 7, 2003
4 TDs, GAME: Ronnie Brown, Miami vs. New England, September 21, 2008
Michael Turner, Atlanta vs. Carolina, November 23, 2008
DeAngelo Williams, Carolina vs. Green Bay, November 30, 2008
DeAngelo Williams, Carolina vs. New York Giants, December 21, 2008 (OT)
40 ATTEMPTS, GAME: 40, Shaun Alexander, Seattle vs. Green Bay, November 27, 2006
250 YARDS, GAME: 286, Jerome Harrison, Cleveland vs. Kansas City, December 20, 2009
259, Jamaal Charles, Kansas City vs. Denver, January 3, 2010

INTERCEPTIONS

4, GAME: Deltha O'Neal, Denver vs. Kansas City, October 7, 2001
3, GAME: Leigh Bodden, New England vs. New York Jets, November 22, 2009
Aqib Talib, Tampa Bay vs. Washington, October 4, 2009
2 TDs, GAME: Derrick Johnson, Kansas City vs. Denver, January 3, 2010
100-YARD TD RETURN: 101, Louis Delmas, Detroit vs. Arizona, December 20, 2009

SCORING

7 PATs, GAME: 8, Stephen Gostkowski, New England vs. Tennessee, October 18, 2009
3 FGs, 50 YARDS OR MORE, GAME: Connor Barth, Tampa Bay vs. Miami, November 15, 2009
60 OR MORE POINTS, GAME, TEAM: Cincinnati (61) vs. Houston (7), December 17, 1989
100 OR MORE POINTS, GAME, BOTH TEAMS: 106, Cincinnati (58) vs. Cleveland (48), November 28, 2004
LAST SCORELESS TIE: New York Giants vs. Detroit, November 7, 1943

KICKOFF RETURNS

2 TDs, GAME: Joshua Cribbs, Cleveland vs. Kansas City, December 20, 2009
Ted Ginn Jr., Miami vs. New York Jets, November 1, 2009
2 CONSECUTIVE TDs, BOTH TEAMS, GAME: New England vs. Oakland, December 14, 2008
90 YARDS, NO TD, GAME: 92, Jerious Norwood, Atlanta vs. St. Louis, December 28, 2008

PUNT RETURNS

2 TDs, GAME: Reggie Bush, New Orleans vs. Minnesota, October 6, 2008

RECORD HOLDERS TO BEGIN EACH DECADE

For years, 2010 Pro Football Hall of Fame inductees **EMMITT SMITH** and **JERRY RICE** have been all-time record holders at their respective positions. But it was not always that way.

Following is a chart of career leaders in major statistical categories at the beginning of each decade:

CATEGORY	1940	1950	1960
RUSHING YARDS	Cliff Battles (3,511)	Steve Van Buren (4,904)	Joe Perry (7,151)
RUSHING TOUCHDOWNS	Ernie Nevers (38)	Steve Van Buren (59)	Steve Van Buren (69)
PASSING YARDS	Arnold Herber (6,189)	Sammy Baugh (19,699)	Sammy Baugh (22,085)
PASSING TOUCHDOWNS	Bennie Friedman (66)	Sammy Baugh (168)	Sammy Baugh (187)
RECEPTIONS	Don Hutson (159)	Don Hutson (489)	Don Hutson (489)
RECEIVING YARDS	Don Hutson (2,902)	Don Hutson (8,010)	Don Hutson (8,010)
RECEIVING TOUCHDOWNS	Johnny McNally (37)	Don Hutson (99)	Don Hutson (99)
POINTS SCORED	Paddy Driscoll (402)	Don Hutson (825)	Don Hutson (825)
TOTAL TOUCHDOWNS	Vern Lewellen (51)	Don Hutson (105)	Don Hutson (105)
FIELD GOALS	Paddy Driscoll (51)	Paddy Driscoll (51)	Lou Groza (131)
INTERCEPTIONS	--	Irv Comp (34)	Emlen Tunnell (74)
SACKS	--	--	--

CATEGORY	1970	1980	1990
RUSHING YARDS	Jim Brown (12,312)	Jim Brown (12,312)	Walter Payton (16,726)
RUSHING TOUCHDOWNS	Jim Brown (106)	Jim Brown (106)	Walter Payton (110)
PASSING YARDS	Johnny Unitas (35,502)	Fran Tarkenton (47,003)	Fran Tarkenton (47,003)
PASSING TOUCHDOWNS	Johnny Unitas (266)	Fran Tarkenton (342)	Fran Tarkenton (342)
RECEPTIONS	Raymond Berry (631)	Charley Taylor (649)	Steve Largent (819)
RECEIVING YARDS	Don Maynard (10,373)	Don Maynard (11,834)	Steve Largent (13,089)
RECEIVING TOUCHDOWNS	Don Hutson (99)	Don Hutson (99)	Steve Largent (100)
POINTS SCORED	George Blanda (1,477)	George Blanda (2,002)	George Blanda (2,002)
TOTAL TOUCHDOWNS	Jim Brown (126)	Jim Brown (126)	Jim Brown (126)
FIELD GOALS	George Blanda (240)	George Blanda (335)	Jan Stenerud (373)
INTERCEPTIONS	Emlen Tunnell (79)	Paul Krause (81)	Paul Krause (81)
SACKS	--	--	Lawrence Taylor (104.0)

CATEGORY	2000	2010
RUSHING YARDS	Walter Payton (16,726)	Emmitt Smith (18,355)
RUSHING TOUCHDOWNS	Emmitt Smith (136)	Emmitt Smith (164)
PASSING YARDS	Dan Marino (61,361)	Brett Favre (69,329)
PASSING TOUCHDOWNS	Dan Marino (420)	Brett Favre (497)
RECEPTIONS	Jerry Rice (1,206)	Jerry Rice (1,549)
RECEIVING YARDS	Jerry Rice (18,442)	Jerry Rice (22,895)
RECEIVING TOUCHDOWNS	Jerry Rice (169)	Jerry Rice (197)
POINTS SCORED	George Blanda (2,002)	Morten Andersen (2,544)
TOTAL TOUCHDOWNS	Jerry Rice (180)	Jerry Rice (208)
FIELD GOALS	Gary Anderson (439)	Morten Andersen (565)
INTERCEPTIONS	Paul Krause (81)	Paul Krause (81)
SACKS	Reggie White (192.5)	Bruce Smith (200.0)

NOTE: According to the Elias Sports Bureau, the official statisticians of the National Football League, accurate record keeping did not begin until the 1932 season. Sacks did not become an official statistic until 1982.



Emmitt Smith



Jerry Rice

TOTAL MILES TRAVELED & NOTES ON 2010 TRAVEL

(2010 preseason and regular season)

1. San Francisco	35,219	17. Philadelphia	14,696
2. Seattle	25,192	18. Minnesota	14,548
3. Denver	24,958	19. Indianapolis	14,052
4. Oakland	23,441	20. Tennessee	13,952
5. Miami	23,025	21. Carolina	11,858
6. San Diego	22,384	22. Atlanta	11,761
7. Arizona	20,956	23. Green Bay	11,213
8. St. Louis	19,897	24. Detroit	11,169
9. Houston	19,072	25. Washington	11,124
10. Dallas	17,643	26. Chicago	11,089
11. Tampa Bay	17,083	27. New York Jets	10,731
12. Jacksonville	16,314	28. Buffalo	9,715
13. New York Giants	15,968	29. Pittsburgh	9,654
14. New Orleans	15,754	30. Cleveland	9,537
15. Kansas City	15,597	31. Baltimore	8,037
16. New England	14,723	32. Cincinnati	6,688

- The total distance traveled by all teams will be 507,050 miles. That is 71,862 fewer miles than last year, when teams traveled a total of 578,912 miles.
- The teams of the NFC West (101,264) have the highest combined mileage total of all divisions for the fourth consecutive season, while the AFC North (33,916) will travel the least for the second consecutive year.
- The remaining division totals ranking from highest to lowest are the AFC West (86,380), AFC South (63,390), NFC East (59,431), AFC East (58,194), NFC South (56,456) and NFC North (48,019).
- The **SAN FRANCISCO 49ERS** (35,219) and **SEATTLE SEAHAWKS** (25,192) will “travel around the world” at least once. A trip around the globe is 25,000 miles.
- Over the past two seasons, four teams – the 49ers (64,239), Seahawks (54,246), **SAN DIEGO CHARGERS** (51,012) and **OAKLAND RAIDERS** (50,673) – have each logged more than 50,000 miles during the preseason and regular season.

PRO BOWL RETURNS TO HAWAII



The 2011 Pro Bowl will return to **ALOHA STADIUM** in Honolulu, Hawaii and be played the week before Super Bowl XLV. The game will be televised live on Sunday, January 30 on FOX at 7:00 PM ET. FOX will televise Super Bowl XLV a week later on Sunday, February 6 from Cowboys Stadium in North Texas.

The 2011 and 2012 Pro Bowls will return to Hawaii after a one-year absence. The Pro Bowl – the NFL’s All-Star Game – was played in Aloha Stadium every year from 1980-2009.

For residents of the Aloha State, hosting the Pro Bowl is a great source of pride.

“We know how much the Pro Bowl means to our residents, the players and to the thousands of fans from the mainland who enjoy visiting our state for the game,” says **MIKE MC CARTNEY**, president and CEO of the Hawaii Tourism Authority. “The Pro Bowl is a great investment for our state with both economic and community benefits.”

In addition to returning to Hawaii, the 2011 Pro Bowl will mark the second consecutive year the game is played before the Super Bowl. Following a significant increase in viewership for last year’s Pro Bowl, which was the first to be played before the Super Bowl, the NFL decided to maintain the same format in order to continue to grow fan interest.

The 2010 Pro Bowl on ESPN was watched by an average of 12.3 million viewers, the most for a Pro Bowl since 2000 (13.2 million viewers) and a 40 percent increase from the 2009 game (8.8 million viewers). The 12.3 million viewers also represented the largest viewership for an All-Star game in any sport on cable television. The largest crowd for an NFL All-Star game in 50 years (70,697) was also on hand for the 2010 Pro Bowl at Sun Life Stadium in South Florida, which hosted Super Bowl XLIV the following week.

“Playing the Pro Bowl before the Super Bowl generated more excitement and interest in the event and also kicked off Super Bowl week in an innovative new way,” says **FRANK SUPOVITZ**, the NFL’s senior vice president of events. “We are pleased to return to the state of Hawaii, which has embraced the Pro Bowl for 30 years.”

NFL PLAYER DEVELOPMENT PROGRAMS



This offseason, more than 125 current and former NFL players, including New York Giants center **SHAUN O'HARA** (below, with CBS anchor James Brown), Indianapolis Colts tight end **DALLAS CLARK**, Tennessee Titans safety **DONNIE NICKEY** and former Pittsburgh Steelers and Houston Texans tight end **MARK BRUENER**, participated in programs offered by the NFL Player Development department.

O'Hara was one of 25 players who took part in the NFL Broadcast Boot Camp at NFL Films. The program, directed by the NFL Broadcasting department, covered a wide range of topics with instructors from each of the NFL's broadcast partners – CBS, ESPN, FOX, NBC, NFL Network, SIRIUS XM Satellite Radio, Westwood One Radio – and local radio and TV personalities.

"The support of the NFL's broadcast partners provides our players with a foundation for understanding the sports broadcasting business," says **CHRISTOPHER HENRY**, the NFL's vice president of player development, who focuses on training and development programs to help players in their transition from the game to a second career of their choosing.

"It was great to have the opportunity to experience everything that goes on behind the scenes," says O'Hara. "As players, we're so caught up in the games. This is an opportunity for a second career."

Broadcast Boot Camp included hands-on work in areas such as tape study, editing, show preparation, radio production, control room operation, studio preparation, production meetings, field reporting and game preparation. Each player taped segments as a studio and game analyst and took part in a networking session with television executives. Players also served as live radio hosts on SIRIUS NFL Radio.

Clark spent part of his offseason as one of 77 players participating in this year's NFL Business Management and Entrepreneurial Program, which took place at Harvard Business School and the Wharton School in the spring. The Harvard program focused on a broad array of business operations, negotiation, business plan analysis and legal aspects of business while Wharton emphasized entrepreneurship and business building, particularly in the field of real estate.

"The program offered by the Harvard Business School is a great opportunity to begin preparing for life after football, and I have heard nothing but positive things from players that have participated," says Clark. "It's a way to take advantage of one of the many programs the NFL and NFLPA offer, and to be able to receive business and leadership advice from some of the top instructors in their field is invaluable."



The NFL Broadcast Boot Camp and NFL Business Management and Entrepreneurial Program are part of an ongoing NFL-NFL Players Association initiative to assist players in preparing for their post-playing careers. More than 500 players have participated in the NFL Business Management and Entrepreneurial Program in the past five years and 90 players have taken part in the NFL Broadcast Boot Camp since its inception in 2007. Of the players who took part in the Broadcast Boot Camp from 2007-09, 28 have already earned broadcasting jobs as a result of their participation in the program.



Nickey (left) spent time behind the scenes at the NFL league office in Manhattan as one of several players taking part in an internship program offered by NFL Player Development. During his week-long internship, Nicky spent time in the Player Development, Events, Consumer Products and Communications and Public Affairs departments and was impressed by the nuances of the sports business world.

"They don't know anything about Cover 2 defenses, but they can break down the revenue for their licensed products," says Nicky of NFL employees. "It's all about the game, and they don't lose sight that we're the product that they package."

Bruener was part of the inaugural class of 25 former players who attended the NFL Career Transition Program at Georgia Institute of Technology this summer. The new four-day course was designed by the NFL Player Development department to help former players transition from the gridiron to the business world. Classes addressed the critical success factors that are important in the transition to life after football while also educating players about resources available in their communities. Participating players learned about personal finance, launching a new career with realistic expectations, developing a personal brand, communication skills and the importance of health and well being.

The experience helped Bruener see the parallels between the gridiron and business world.

"Part of what it does is demonstrate that the same skill set you developed as a player is also applicable in the business world," he says. "You have to have the same commitment you had as a player. There is life after football, and this program helps enormously in getting you prepared for it."

NFL SUPPORTS BREAST CANCER AWARENESS MONTH



Last season, the NFL supported October's National Breast Cancer Awareness Month with its biggest on-field presence complemented by a national screening reminder campaign. In collaboration with the American Cancer Society (ACS), the initiative, called **A CRUCIAL CATCH**, encourages annual mammograms for women over 40.

In 2010, the campaign will continue with special pregame ceremonies, team community outreach and unique pink items on-field and in-stadium. The NFL has designated the weekend of October 3-4 as NFL Breast Cancer Awareness Weekend, but fans will see pink throughout the month.

For the entire month of October, players will sport a special NFL shield/pink ribbon sticker on their helmets, coaches and team executives will show their support by wearing pink ribbon pins and game officials will don pins and special ribbon hats.

NFL sponsors also will assist in raising awareness. As they did last year, Reebok will design special sideline hats with pink accents for all players, coaches and sideline personnel. The hats and other pink items will also be sold at all stadiums, on NFLSHOP.com and at select retail locations. Reebok also will

create pink wristbands and, along with Nike and Under Armour, produce gloves as well as pink cleats for players. Gatorade will provide pink sideline towels and Wilson will create pink quarterback towels to raise awareness.

All fields will feature pink ribbon shield stencils on the 25-yard lines and special balls with pink ribbon logos will be used throughout each game. The footballs and other pink game-worn items will later be auctioned off via NFL Auction (nflauction.nfl.com), with all proceeds benefitting ACS. Last year, NFL Auction raised more than \$300,000 through the sale of pink items.

Many teams will extend the national platform with local efforts focusing on screenings and the support of breast cancer survivors. Teams will designate home games in honor of Breast Cancer Awareness Month and plan special in-stadium or pregame events with local organizations. More than 20 teams will work with the ZTA sorority to distribute pink ribbons and information cards at stadium entrances throughout October.

NFL Breast Cancer Awareness Weekend will be highlighted with features on NFL.com (as well as a dedicated microsite at nfl.com/pink) and NFL Network.



LIVE UNITED



This year marks the 37th anniversary of the sports industry's longest running public service campaign.

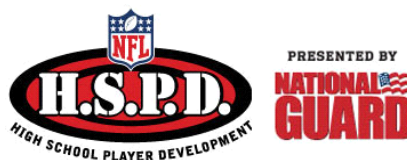
Since 1973, the National Football League and **UNITED WAY** have worked together to promote the importance of volunteering in local communities while showcasing the community service activities of NFL teams. In doing so, the NFL and United Way have changed the landscape of corporate/non-profit community partnerships.

The relationship between the NFL and United Way extends far beyond television public service announcements. In 2010, the NFL and its clubs will partner with United Way on many community platforms, including Back to Football Friday, Hometown Huddle, PLAY 60, as well as continuing the partnership started last year on United Way's **LIVE UNITED** campaign. LIVE UNITED invites and inspires the public to join a movement to advance the common good by focusing on education, income and health.

The NFL-LIVE UNITED initiative will feature one player from each club in an advertising campaign that will include billboards, bus and phone depots, print and online ads and a national television PSA featuring Oakland Raiders cornerback **NNAMDI ASOMUGHA** (above).

Following is the list of players who will be featured in this year's LIVE UNITED campaign:

TEAM	PLAYER	TEAM	PLAYER
Arizona Cardinals	Matt Leinart	Miami Dolphins	Chad Pennington
Atlanta Falcons	Jerious Norwood	Minnesota Vikings	Madieu Williams
Baltimore Ravens	Ray Lewis	New England Patriots	Ty Warren
Buffalo Bills	TBD	New Orleans Saints	Pierre Thomas
Carolina Panthers	Steve Smith	New York Giants	Chris Snee
Chicago Bears	Israel Idonije	New York Jets	Jerricho Cotchery
Cincinnati Bengals	Domata Peko	Oakland Raiders	Nnamdi Asomugha
Cleveland Browns	Joe Thomas	Philadelphia Eagles	DeSean Jackson
Dallas Cowboys	DeMarcus Ware	Pittsburgh Steelers	Charlie Batch
Denver Broncos	Brian Dawkins	San Diego Chargers	Quentin Jammer
Detroit Lions	Calvin Johnson	San Francisco 49ers	Josh Morgan
Green Bay Packers	Donald Driver	Seattle Seahawks	Marcus Trufant
Houston Texans	Andre Johnson	St. Louis Rams	Steven Jackson
Indianapolis Colts	Gary Brackett	Tampa Bay Buccaneers	Davin Joseph
Jacksonville Jaguars	Maurice Jones-Drew	Tennessee Titans	Cortland Finnegan
Kansas City Chiefs	Mike Vrabel	Washington Redskins	Santana Moss



NFL HIGH SCHOOL PLAYER DEVELOPMENT SCORES WITH STUDENTS



When Tampa Bay Buccaneers rookie wide receiver **ARRELIIOUS BENN** (left) takes the field for his first NFL game this fall, he will carry with him the skills and character development lessons he learned taking part in the NFL High School Player Development (HSPD) program as a teenager in the Washington, D.C. area.

Since its inception in 2001, the NFL's national HSPD program has provided participants with a curriculum that focuses on inspiring excellence in the classroom, community and on the playing field. The program, which is partially funded by the NFL Youth Football Fund, is free for students and will reach more than 20,000 high schoolers at more than 125 sites in 34 states this spring and summer.

The character development and life skills portion of the week features guest speakers, including NFL Commissioner **ROGER GOODELL** (below, at an HSPD event), players and members of the National Guard, and discussions on life after high school. Participants learn about the importance of time management, setting goals, sportsmanship and teamwork. Students also take part in a Centers for Disease Control session about player safety, including concussion treatment and management.

The National Guard's sponsorship of the HSPD program began last year. During each session, members of the National Guard speak with participants about personal development and community service while providing support to coaches on site.

Benn is one of several NFL players who took part in the HSPD program during their high school years. Other NFL players who are graduates of the program include running back **RAY RICE** and tackle **JARED GAITHER** of the Baltimore Ravens, cornerback **KEVIN BARNES** and guard **EDWIN WILLIAMS** of the Washington Redskins, safety **DOMINIQUE HARRIS** and defensive end **AARON MAYBIN** of the Buffalo Bills, Miami Dolphins cornerback **VONTAE DAVIS**, Detroit Lions wide receiver **DERRICK WILLIAMS** and Dallas Cowboys linebacker **LEON WILLIAMS**.

"The program showed us the many ways for a young adult to become a man," says Rice. "The message is simple, but it sets you up for life. Football, like life, is all about the intimate details."

Derrick Williams also remembers the impact the program had on him as a teenager.

"They brought in NFL players to talk to us and tell us what we needed to do to be good people," recalls Williams. "They didn't really tell us how to make the league, they told us how to make it in life. It made our team bond together."

For more information, visit www.nflyouthpd.com.



FOOTBALL'S POPULARITY IN HIGH SCHOOL KEEPS GROWING

Football is the sport of choice for more and more high school students each year. The number of participants in 11-player football increased by more than 4,000 last year to 1,112,303 according to statistics recently released by the National Federation of State High School Associations. This puts involvement in the sport over the one-million mark for the 11th year in a row.

At 1,138,202, the number of boys playing high school football on 11-, nine-, eight-, and six-player teams more than doubles the next most-played boys sport, outdoor track and field, in which 558,007 boys participated.

MOST POPULAR BOYS HIGH SCHOOL SPORTS

SPORT	NUMBER OF PARTICIPANTS
Football (11-man)	1,112,303
Track and Field	558,007
Basketball	545,145
Baseball	473,184
Soccer	383,824

Texas boasts the most high-school students playing football with 160,893, but Florida (34) replaced Texas (26) with the most players selected in the 2010 NFL Draft by adding 15 players to its 2009 total (19).

The breakdown of states with double-digit players drafted by NFL clubs in 2010:

STATE	PLAYERS DRAFTED
Florida	34
Texas	26
California	25
Georgia	15
New Jersey	12
Ohio	12
Virginia	12
Illinois	11
Louisiana	11
North Carolina	10



A total of 248 high schools contributed to the 255 players selected in the seven rounds of the 2010 NFL Draft.

St. Thomas Aquinas High School in Fort Lauderdale, Florida led all high schools with three players selected, tying it with De La Salle and Long Beach Polytechnic in California (2006) for the most players chosen in a single NFL Draft in the past five years.

"We've never had this many players selected," says St. Thomas Aquinas head coach **GEORGE SMITH**. "We're very proud of all of them for what they've done to get themselves in this position. They had to do a lot, academically and physically."

St. Thomas Aquinas has fostered such camaraderie among its graduates that many return to campus when in Fort Lauderdale. Chicago Bears third-round safety **MAJOR WRIGHT** and Dallas Cowboys sixth-round tackle **SAM YOUNG** are among the alums that visited the campus prior to the NFL Draft.

"This is what we talked about," says Cincinnati Bengals fourth-round defensive tackle **GENO ATKINS** (left) of his St. Thomas brethren. "Going to a big-name college and then going into the league. Now it looks like our dream is coming true."

The breakdown of high schools that had multiple players drafted by NFL clubs in 2010:

HIGH SCHOOL	TOTAL	PLAYERS (NFL TEAM/ROUND)
St. Thomas Aquinas (Fort Lauderdale, FL)	3	Geno Atkins (Cincinnati/4); Major Wright (Chicago/3); Sam Young (Dallas/6)
Blanche Ely (Pompano Beach, FL)	2	Walter McFadden (Oakland/5); Joshua Moore (Chicago/5)
Pine Forest (Pensacola, FL)	2	Mike Johnson (Atlanta/3); George Selvie (St. Louis/7)
Piscataway (Piscataway, NJ)	2	Anthony Davis (San Francisco/1); Kyle Wilson (New York Jets/1)
Putnam City North (Oklahoma City, OK)	2	Sam Bradford (St. Louis/1); Deji Karim (Jacksonville/6)
Stephenson (DeKalb County, GA)	2	Jermaine Cunningham (New England/2); Perry Riley (Washington/4)

THE GIRLS ARE OUT THERE, TOO

Football isn't just for the boys. Girls are playing flag football in rapidly growing numbers each year.

The NFL, through the **NFL GIRLS FLAG FOOTBALL LEADERSHIP PROGRAM**, is pursuing the establishment of girls flag football as a legitimate high school sport across the country and encouraging schools to offer flag football as a varsity sport for girls.



In 2008, the NFL identified 10 cities with high levels of interest in recreational girls flag football in California, Indiana, Massachusetts, Nevada, New Jersey, Pennsylvania and Texas, and selected one girl in each city to pursue the establishment of girls flag football as a legitimate high school sport. These representatives championed the girls flag initiative with the assistance of local high school officials and requested that their high schools pilot a girls flag football program.

New girls have been selected as flag football ambassadors since 2008, and the NFL works with each one to support her as she advocates for girls flag football in her school district. The NFL also helps subsidize the program for every high school that agrees to sanction a girls flag program by providing free flag football equipment as well as coaching and officiating manuals.

The program becomes more successful each year. In the 2008-09 school year, more than 12,000 girls were introduced to high school girls flag football in seven states: Georgia, Indiana, Massachusetts, Nevada, North Carolina, Pennsylvania and Texas. In the 2009-2010 school year, the number of girls involved in high school flag football has grown to 19,000 as five new cities joined the NFL Girls Flag Football Leadership Program: New York, NY; Pittsburgh, PA; Chicago, IL; Santa Rosa, CA; and Reseda, CA.

New York City has teams in all five boroughs at 13 middle schools and five high schools, and the New York Sharks of the Independent Women's Football League (IWFL) have become involved with the program. In Pittsburgh, girls flag football teams were formed at two area high schools and the IWFL's Pittsburgh Passion has been involved. There are girls flag football teams at high schools in Chicago, Santa Rosa, and Reseda, and the Chicago Bears and IWFL's Chicago Force and Bay Area Bandits have been involved with the program in their respective cities. The girls flag football program in Austin, TX was also expanded during the 2009-2010 school year from four to eight schools, with the involvement of the IWFL's Dallas Diamonds.

"It's a very antiquated statement to say that football is just a boys sport," says **SAMANTHA RAPOPORT**, who manages the NFL Girls Flag Football Leadership Program. "The fact that girls are playing it at such a high level is changing people's minds. If girls couldn't play this sport, I don't think people would be that interested. But girls are thriving at it."

In Florida, which became the first state in the U.S. to recognize girls flag football as a high school varsity sport in 1998 with 860 girls participating, the girls flag football program has grown rapidly. According to the National Federation of State High School Associations, more than 5,000 girls now participate in girls flag football in Florida, which has recognized a high school champion since 2003.

"Everybody takes notice of all the other sports," says **WENDY TRANQUILLE**, a linebacker at Miramar High in South Florida. "We know we have to make a name for ourselves and I think we're doing that. It's pressure, but the way I see it, that's inspiration."

"We gain respect as we continue winning," adds Miramar quarterback **CHELSEY WALSH**. "There's no contact and there is a difference, but the bar is still set pretty high for us. And there will always be a select few who think girls can't play, that they're not good enough and there's no contact. But more girls want to play because of the reputation we have for being a great sport."



According to Rapoport, "girls just think that running around catching a football is more fun than waiting for a softball in the outfield or running around a track."

The Miami Dolphins have also been involved in promoting girls flag football, bringing 400 players to their indoor practice facility earlier this year for a clinic.

"It blew my mind," says Dolphins wide receiver **BRIAN HARTLINE**. "We had a powder puff game at our high school but nothing near a league. They're telling me about soccer players who are kicking punts 45 yards and one girl I was throwing the ball around with was gunning it. I'd never seen this. These women are for real."

The popularity of girls flag football will continue to grow in the future. The NFL is currently working with the Super Bowl Host Committees in Dallas, Indianapolis, New Orleans, and New York/New Jersey to introduce programs at each upcoming Super Bowl site.



NFL AND LOCAL INITIATIVES SUPPORT CORPORATION INVEST \$2.5 MILLION IN FIELD GRANTS AS PART OF NFL GRASSROOTS PROGRAM

As part of a 12-year, \$28 million NFL commitment to enhancing low-income communities, the league joined with Local Initiatives Support Corporation (LISC) this spring to invest \$2.5 million in field grants through the NFL Grassroots Program.

The program, a partnership between the NFL Youth Football Fund and LISC, the nation's leading community development support corporation, has resulted in the construction or renovation of 225 football fields nationwide in the past 12 years. Fields are newly built or significantly renovated, with improvements such as irrigation systems, lights, bleachers, scoreboards, goal posts and turf. Grassroots grants are issued once established funding thresholds are reached for each project.

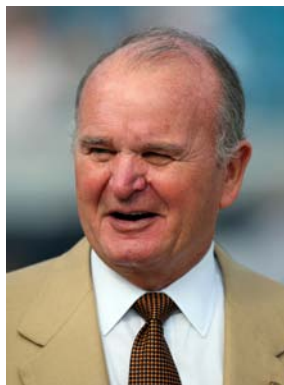
This year's 16 field grants went to the following projects in NFL markets:

TEAM AFFILIATION	FIELD LOCATION
Arizona Cardinals	Phoenix, AZ; Salvation Army
Chicago Bears	Chicago, IL; Chicago Public Schools
Cincinnati Bengals	Cincinnati, OH; Cincinnati Public School District
Cleveland Browns	Cleveland, OH; Cleveland Catholic High School
Green Bay Packers	Milwaukee, WI; Journey House
Houston Texans	Houston, TX; KIPP Houston
Indianapolis Colts	Indianapolis, IN; John H. Boner Community Center
Jacksonville Jaguars	Jacksonville, FL; Jacksonville Police Athletic League (PAL)
Kansas City Chiefs	Kansas City, MO; Kansas City Police Athletic League (PAL)
Miami Dolphins	Miami, FL; Miami-Dade County Public School District
New England Patriots	Foxborough, MA; Friends of Foxborough Turf Field Project, Inc.
New York Jets	Newark, NJ; Trust for Public Land
Oakland Raiders	Oakland, CA; Friends of Oakland Parks and Recreation
Philadelphia Eagles	Camden, NJ; Camden Catholic High School
San Diego Chargers	San Diego, CA; San Pasqual Academy Foundation
Seattle Seahawks	Enumclaw, WA; Enumclaw School District

"These fields are a tangible sign of our Youth Football Fund in action," says NFL Commissioner **ROGER GOODELL**. "They help us make an impact where assistance is most needed. We are proud to support projects that bring neighborhoods together and give children a safe place to play and be active."

LISC identifies local, nonprofit, neighborhood-based agencies with an interest in building or refurbishing football fields in schools and parks. Through the program, the local agencies are provided with the necessary financing and technical assistance to improve the quality and safety of fields in their neighborhoods. The local agencies oversee the construction, maintenance and programming of the fields.

"Our focus at LISC is on building sustainable communities – good places to live, work, do business and raise families," says **MICHAEL RUBINGER**, LISC president and CEO. "Developing recreational opportunities is a key part of that, and the NFL has been a committed partner in making it happen."



*"LISC is a major partner with the NFL and the Jaguars being part of the 'NFL family' here in Jacksonville has allowed the NFL to make this donation," says Jacksonville Jaguars owner **WAYNE WEAVER**.*

NFL AIDS THOSE IN NEED WITH DISASTER RELIEF FUND DONATIONS



Just as NFL fans support their teams all year long, the NFL is there to support communities in need when disaster strikes.

As news of the devastating earthquake in Haiti spread in January, the NFL responded with a \$1 million donation, divided between the American Red Cross and Partners in Health through the NFL-NFLPA Disaster Relief Fund. Created in 2001 to assist organizations affected by the events of September 11, the goal of the Disaster Relief Fund is to improve the quality of life and help rebuild communities affected by large-scale tragedies.

To further assist in relief efforts following the earthquake, the NFL and its network partners encouraged fans to donate with pregame and in-game messages during the playoffs. New Orleans Saints linebacker **JONATHAN VILMA** and San Diego Chargers defensive end **JACQUES**

CESAIRE, two players with Haitian-born parents, also took part in a public service announcement which aired during the postseason. Vilma and Cesaire are two of many NFL players with ties to the region.

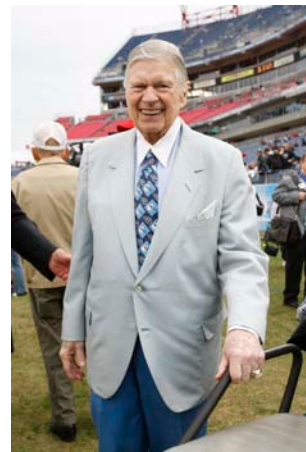
As Middle Tennessee fought rising flood waters in May, Tennessee Titans owner **K.S. "BUD" ADAMS** (right) spearheaded efforts to donate funds to help those in need. The Titans Foundation made a \$200,000 donation to the Community Foundation of Middle Tennessee and the Red Cross. This amount was soon matched by the NFL-NFLPA Disaster Relief Fund.

The \$400,000 total gift was divided among the Metro Nashville Disaster Relief Fund, Tennessee Emergency Relief Fund and the American Red Cross. The Nashville and Tennessee Funds are run by the Community Foundation of Middle Tennessee and are tailored to serve those specific regions.

Members of the Titans organization, including players and head coach **JEFF FISHER**, also donated their time to flood relief. They worked with Hands on Nashville to assist area residents affected by the floods by tearing out appliances, drywall and flooring destroyed by the rising waters.

"I probably spent an hour and a half in one closet in one home," recalls Fisher. "And how many hundreds of homes are there here? So these people down here need the help."

"The Tennessee Titans have long been an integral part of the Nashville community, embraced by our residents for exactly this openness of spirit as much as for athletic skill," says Nashville Mayor **KARL DEAN**. "I am grateful to Bud Adams, the NFL and the NFL Players Association for this tremendous act of generosity."



IT'S LONDON, YEAR 4!

The NFL's **INTERNATIONAL SERIES** of regular-season games will return to the United Kingdom in 2010 when the San Francisco 49ers host the Denver Broncos on Sunday, October 31 at London's Wembley Stadium. The teams are among the most decorated franchises in NFL history, combining for seven Super Bowl victories.



"For the past three years we have seen the extraordinary passion that exists for NFL football in the U.K.," says NFL Commissioner **ROGER GOODELL**. "We want to continue to build on that passion by strengthening our ties to our existing U.K. fans and creating new ones."

The contest will mark the fourth consecutive year of an NFL regular-season game at Wembley Stadium, part of a multi-year commitment to play a limited number of NFL regular-season games in the U.K. on an annual basis. In 2009, the New England Patriots defeated the Tampa Bay Buccaneers 35-7 before a crowd of 84,254 (left).

The 49ers, five-time Super Bowl champions, will take part in their second international regular-season game and first as the home team. They faced the Arizona Cardinals on October 2, 2005 in Mexico City in the first international regular-season game in league history, helping attract a crowd of 103,467 to Azteca Stadium.

"London is a wonderful venue for two of the most storied franchises in NFL history," says 49ers President and CEO **JED YORK**. "The international games have been so well received that it will surely be an exciting experience for our players, coaches, staff and fans."

The Broncos, two-time Super Bowl champions, played in seven international preseason American Bowl games, including one in London in 1987. They return to the U.K. to play against the team they faced in Super Bowl XXIV in 1990.

"Our organization has been fortunate to play in several American Bowls in previous years, including one in London," says Broncos President and CEO **PAT BOWLEN**, "but to play a regular-season game overseas is truly special."

The International Series began on October 28, 2007, when the New York Giants defeated the Miami Dolphins 13-10 in London en route to a victory in Super Bowl XLII.

A look at what some of the players thought about playing in London:

PLAYER, TEAM	COMMENT
CB Ronde Barber, Tampa Bay	"The stadium and atmosphere were great. They did their best to simulate a home game for us. It was a nice experience."
QB Tom Brady, New England	"I think this experience will serve us well down the road. There are a lot of new players, and it's nice to come together and experience something like this. It's a unique bonding experience for all of us."
QB Drew Brees, New Orleans	"There are 32 teams in the NFL. The Saints and Chargers were the third and fourth teams to represent the NFL in London. That speaks volumes and I am honored to have been there."
G Rex Hadnot, Arizona (with Miami in '07)	"It was like a Super Bowl at the start of the game with all the flashbulbs going off. The atmosphere was great."
QB Eli Manning, NY Giants	"The British fans were great. I hope the NFL continues to play games here. I would recommend playing here to any team. It felt like playing a normal regular-season game, but just in a different country."
RB LaDainian Tomlinson, NY Jets (with San Diego in '08)	"I think what stands out to me is the atmosphere of the game. I thought it was great. The fans were into the game and it was a really exciting game to be a part of. I think if you ask any one of the players in the locker room, they'll say no doubt they'll come back and do it again."

...MEANWHILE, IN TORONTO

Closer to home, the Buffalo Bills will continue to carry the NFL's international mantle up north to Toronto when they play the Indianapolis Colts on August 19 and the Chicago Bears on November 7 at the Rogers Centre.

In the preseason, the Bills will welcome the defending AFC champion Colts to their Toronto home.

"We are very excited to once again welcome the Buffalo Bills to the Rogers Centre," says **PAUL BEESTON**, president and CEO, Rogers Sports & Entertainment. "A strong preseason opponent like the AFC champion Indianapolis Colts should provide an exciting matchup for Toronto to see the new look Bills under the direction of head coach **CHAN GAILEY**."



The Bills will cross Lake Ontario to play the Bears during the regular season for the fifth of eight games over a five-year period at the Rogers Centre.



"We're excited about playing the Chicago Bears in this year's Bills Toronto Series regular-season game," says Bills owner **RALPH WILSON**. "Our Toronto fans will have the opportunity to see us play against one of the most renowned franchises in NFL history. This, coupled with our preseason game against the Colts, brings two very exciting opponents to Toronto."

The Bears, who will make their first trip to Toronto for a regular-season game, are looking forward to the showdown.

"Playing a regular-season game in Toronto will be a great opportunity to showcase Bears football in front of a new market," says team president and CEO **TED PHILLIPS**. "We have a native Canadian on our roster in **ISRAEL IDONIJIE**, so it should be a special moment for him and I know the rest of our coaches and players are excited as well."

NFL owners unanimously approved a plan for the Bills to play a regular-season game in Toronto – Canada's largest city – each year from 2008-2012 and preseason games in 2008, 2010 and 2012.

"We are excited to play at the Rogers Centre," says Wilson, "and continue our regionalization efforts with the Bills Toronto Series."

INTERNATIONAL STARS



New York Jets tackle **VLAD DUCASSE** (left), a second-round selection (No. 61 overall) in the 2010 NFL Draft, was born in Haiti and did not start playing football until his junior year of high school.

Ducasse had never watched a football game before moving to the U.S. in 2002. He was encouraged by friends at Stamford (CT) High School to try out for the football team because of his size. Once he took the field, he excelled, earning First Team All-State honors from the Connecticut High School Coaches Association.

At the University of Massachusetts, Ducasse was named a NCAA-FCS First Team All-American by The Associated Press.

He is the highest selection ever for a Stamford player and the third highest from UMass.

“Thinking where I came from, this is a dream come true,” Ducasse said after being drafted by the Jets. “From where I was in high school to this, it’s a great opportunity and I’m looking forward to it.”

Some of the foreign-born players in the NFL:

COUNTRY	PLAYER(S)
AMERICAN SAMOA	DE Jonathan Fanene, Cin; G Mike Iupati, SF; LB Rey Mauluga, Cin; DT Domata Peko, Cin; DE Ropati Pitoitua, NYJ; DT Junior Siavii, Dal; DT Isaac Sopoaga, SF; DE Daniel Te'o-Neisheim, Phi
AUSTRALIA	P Chris Bryan, GB; P Ben Graham, Ari; P Mat McBriar, Dal; P Sav Rocca, Phi
BARBADOS	T Ramon Harewood, Bal
CAMEROON	LB Moise Fokou, Phi
CANADA	WR Nate Burleson, Det; DT Colin Cole, Sea; WR Sam Giguere, Ind; LB Cory Greenwood, KC; T Nick Kaczur, NE; C L.P. Ladouceur, Dal; T Joel Reinders, Cle; C Brett Romberg, Atl; P Jon Ryan, Sea
CZECH REPUBLIC	T Will Svitek, Atl
ENGLAND	CB Domonique Foxworth, Bal; DE Osi Umenyiora, NYG; K Rhys Lloyd, Min; TE Visanthe Shiancoe, Min
ESTONIA	T Michael Roos, Ten
GABON	RB Rolly Lumbala, Mia
GERMANY	FB Jerome Felton, Det; WR Domenik Hixon, NYG; CB Mike Jenkins, Dal; C Doug Legursky, Pit; DE Kyle Moore, TB; RB Tony Richardson, NYJ; FB Mike Sellers, Was; T D'Anthony Smith, Jac; TE Tony Stewart, Oak; T Sebastian Vollmer, NE
GHANA	DT Kwaku Danso, Cle; DB Akwasi Owusu-Ansah, Dal
HAITI	T Gosder Cherilus, Det; T Vlad Ducasse, NYJ
JAMAICA	S Atari Bigby, GB; S Patrick Chung, NE; T Oniel Cousins, Bal; DT Jovan Haye, Ten; DE Vaughn Martin, SD; DE Ryan McBean, Den
JAPAN	DT Marcus Thomas, Den
LIBERIA	RB Jehuu Caulcrick, SF; LB Tamba Hali, KC; CB Ashton Youboty, Buf
NETHERLANDS	C David Moosman, Ari
NEW ZEALAND	G Johan Asiata, Chi
NIGERIA	DT Israel Idonije, Chi; DT Amobi Okoye, Hou
PHILLIPINES	C Eugene Amano, Ten; QB Tim Tebow, Den
POLAND	K Sebastian Janikowski, Oak
PUERTO RICO	LB Ken Amato, Ten
ROMANIA	P Zoltan Mesko, NE
SCOTLAND	K Lawrence Tynes, NYG; K Graham Gano, Was
SIERRA LEONE	S Madiou Williams, Min
SOUTH KOREA	WR Hines Ward, Pit
SPAIN	WR Bernard Berrian, Min
TONGA	DT Ma'ake Kemoeatu, Was; G Deuce Lutui, Ari
TRINIDAD	G Anthony Herrera, Min
UKRAINE	DE Igor Olshansky, Dal
VIRGIN ISLANDS	LB Abdul Hodge, Cin; DT Linval Joseph, NYG

HISPANICS MAKING THEIR MARK (HACIENDO SU MARCA) ON THE NFL!

Every year, Hispanic players and Hispanic fans are playing more of a role in the NFL. Following are some examples:

- New York Jets quarterback **MARK SANCHEZ** last year became the first rookie QB since 1969 to start and win his team's first three games of a season. He went on to become only the second rookie quarterback in NFL history to start and win two consecutive playoff games, leading the Jets to the AFC Championship Game. Sanchez, who is a third-generation Mexican American, had the honor of attending a dinner at the White House hosted by President Barack Obama and his wife, Michelle, in honor of Mexico president Felipe Calderon and wife Margarita Zavala in May. He brought teammate D'Brickashaw Ferguson as his guest.



"It was pretty special," says Sanchez, who hopes to soon return to the White House as a Super Bowl champion. "I knew we were scoping out this territory and we're coming back in February. That's in the back of your head. Now, Brick and I will know where to go, so we'll just lead guys around and throw in a tour."

- Miami Dolphins wide receiver **GREG CAMARILLO** took part in the NFL Broadcast Boot Camp at NFL Films headquarters in Mt. Laurel, New Jersey this summer. The camp included hands-on work in areas such as tape study, editing, show preparation, radio production, control room operation, studio preparation, production meetings, field reporting and game preparation. His instructors included broadcasters James Brown, Ron Jaworski and Dick Vermeil.

"It's another one of the programs that smoothes the transition from football to real life," says Camarillo. "Over the years, as I've become more involved with the media, I've enjoyed it, so it's a chance to learn from the pros, hone your skills and start practicing, just in case a broadcasting career pops up."

- Chicago Bears center **ROBERTO GARZA** encouraged children from his hometown of Rio Grande Valley, Texas to achieve their dreams with the Los Amigos de Roberto Essay Contest. The contest asked local children to write an essay in response to the question: What do you want to be when you grow up and what are you doing now to achieve this dream?

"Having a dream is an important part of growing up. It helps you to stay focused in school, in sports, in the band and other activities," says Garza. "My dream was always to play football in the NFL. By staying focused on my dream I was able to achieve my goals and I know you will too."

Prizes included tickets to the Bears' game against Dallas this September at Cowboys Stadium, as well as autographed items.

- The Pittsburgh Steelers hosted a youth football camp in June in Mexico City at the Tecnologico de Monterrey for kids ages 7-17 featuring two players with Mexican backgrounds – punter **DANIEL SEPULVEDA** and defensive end **ZIGGY HOOD**. The kids learned the finer points of passing, receiving, blocking, punting, long snapping and defensive techniques from the players.

"Steelers fans in Mexico are very enthusiastic and loyal," says Steelers President **ART ROONEY II**. "We are excited to reach out to the youth in Mexico by having this camp."

A list of some of the 2010 Hispanic NFL players:

<u>PLAYER</u>	<u>POSITION</u>	<u>TEAM</u>	<u>PLAYER</u>	<u>POSITION</u>	<u>TEAM</u>
Delbert Alvarado	K	Dallas	Ziggy Hood	DE	Pittsburgh
Ken Amato	LS	Tennessee	Juaquin Iglesias	WR	Chicago
Richard Angulo	TE	Chicago	Glenn Martinez	WR	Houston
Javier Arenas	CB	Kansas City	Knowshon Moreno	RB	Denver
Greg Camarillo	WR	Miami	Manuel Ramirez	G	Detroit
Jonathan Casillas	LB	New Orleans	Tony Romo	QB	Dallas
Luis Castillo	DE	San Diego	Mark Sanchez	QB	New York Jets
Shaun Cody	T	Houston	Daniel Sepulveda	P	Pittsburgh
Willie Colon	T	Pittsburgh	John Skelton	QB	Cardinals
Brian De La Puente	G	San Francisco	Sean Smith	CB	Miami
Greg Estandia	TE	Cleveland	Anthony Toribio	DT	Green Bay
Roberto Garza	C	Chicago	Mario Urrutia	WR	Tampa Bay
Anthony Gonzalez	WR	Indianapolis	Jose Valdez	T	Atlanta
Tony Gonzalez	TE	Atlanta	Louis Vasquez	G	San Diego
Joselio Hanson	CB	Philadelphia	Fernando Velasco	C	Tennessee
Aaron Hernandez	TE	New England			



SIX COLLEGES TO ADD FOOTBALL IN 2010

As the anticipation for this year's NFL and college football seasons continues to build, fans can look forward to more action on more college campuses this fall. **Six colleges plan to launch football programs in 2010, including three that will join the NCAA's Football Championship Subdivision (formerly Division I-AA).**

GEORGIA STATE (Atlanta, Georgia), **SOUTH ALABAMA** (Mobile, Alabama) and **LAMAR** (Beaumont, Texas) will all kick off the 2010 season as NCAA Division I-FCS competitors. Meanwhile, **PACIFIC** (Forest Grove, Oregon) plans to revive its football program in Division III, while **LINDSEY WILSON** (Columbia, Kentucky) and **NOTRE DAME COLLEGE** (South Euclid, Ohio) will field varsity football teams for the first time and compete in the National Association of Intercollegiate Athletics (NAIA) in 2010.

"The reason for adding football really goes back to what the students wanted on campus," says Georgia State athletics director Cheryl Levick, citing overwhelming approval by the 30,000 members of the student body. "I really do believe that the students and the Georgia State community wanted to have a full college experience, which included having a football program."

And the growth won't stop with this season. **At least 17 schools will be adding a varsity team, reviving a dormant varsity program, or upgrading a team to varsity level within the next four years.**

College football has seen historic levels of growth in recent years. **Since 2000, 39 colleges have added football to their sports lineup. That number will rise to 45 with the 2010 crop of six new teams.**

"Football's popularity has never been greater," says Steven J. Hatchell, president & CEO of the National Football Foundation & College Hall of Fame. "The fact that so many schools are embracing it is a testament that more and more college administrators see the value of the sport to a student's overall educational experience."

A list of colleges that will initiate football programs in the next four years:

<u>COLLEGE</u>	<u>LOCATION</u>	<u>START DATE/LEVEL</u>
Georgia State	Atlanta, GA	2010-NCAA, Div. I-FCS*
Lamar	Beaumont, TX	2010-NCAA, Div. I-FCS*
South Alabama	Mobile, AL	2010-NCAA, Div. I-FCS*
Pacific University	Forest Grove, OR	2010-NCAA, Div. III
Lindsey Wilson	Columbia, KY	2010-NAIA
Notre Dame College	South Euclid, OH	2010-NAIA
University of Texas at San Antonio	San Antonio, TX	2011-NCAA, Div. I-FCS*
LeMoyne-Owen College	Memphis, TN	2011-NCAA, Div. II
Presentation	Aberdeen, SD	2011-NCAA, Div. III
Stevenson University	Owings Mills, MD	2011-NCAA, Div. III
Ave Maria	Ave Maria, FL	2011-NAIA
Concordia	Ann Arbor, MI	2011-NAIA
Finlandia	Hancock, MI	2012-NCAA, Div. III
Siena Heights	Adrian, MI	2012-NAIA
Wayland Baptist University	Plainview, TX	2012-NAIA
UNC Charlotte	Charlotte, NC	2013-NCAA, Div. I-FCS*
George Fox University	Newberg, OR	2013-NCAA, Div. III

* Formerly NCAA Division I-AA



NFL ON TV IN 2010

The 2009 NFL season was the most-watched season in two decades with viewership growth for all NFL broadcast partners. After a record-setting year, the same broadcasting teams are back to bring fans the 91st season of NFL football. A look at the NFL on TV in 2010:

- **CRIS COLLINSWORTH** and **AL MICHAELS** are back for a second year as a team on NBC's *Sunday Night Football* broadcasts. They will announce the 2010 Kickoff game on Thursday, September 9 (8:30 PM ET) that features the Super Bowl XLIV champion New Orleans Saints at home against the NFC North champion Minnesota Vikings in a rematch of last season's memorable NFC Championship Game.

NBC will carry two primetime games on Kickoff Weekend (Thursday and Sunday nights) for a season total of 18 primetime games (the opening Thursday night kickoff and 17 *Sunday Night Football* games), giving fans one more *Sunday Night Football* game than in the past.

- FOX kicks off its 17th season covering the NFL and will televise Super Bowl XLV on February 6, 2011. Pro Football Hall of Fame quarterback **TROY AIKMAN**, who won three Super Bowls with the Dallas Cowboys and was named Super Bowl XXVII MVP, will return to North Texas and call the game with his booth partner of nine years **JOE BUCK**.

FOX makes the launch of its Super Bowl season "official" with the addition of **MIKE PEREIRA**, the NFL's former vice president of officiating, to its NFL broadcasting roster serving as a multi-platform NFL rules analyst. Each Sunday, Pereira will be situated in his own control room at the FOX Network Center in Los Angeles, giving him visual access to all games played. If circumstances warrant a rules interpretation or explanation, he'll be available to interact with *FOX NFL SUNDAY* studio personalities, or communicate with NFL on FOX game crews at stadiums across the country, either on- or off-camera.

FOX also will televise the 2011 Pro Bowl on Sunday, January 30 from Honolulu, HI, the week before Super Bowl XLV.

- ESPN brings back its dynamic trio of announcers – **JON GRUDEN**, **MIKE TIRICO** and **RON JAWORSKI** – for the 41st season of *Monday Night Football*. "Working with Mike, Jaws and our entire *Monday Night Football* team last season was the most fun I have had in years, and I am fired up about having the opportunity to see so many of the NFL's best players and coaches with another great schedule of games on ESPN this fall," says Gruden, who enters his second year in the booth.

ESPN's 17-game slate is highlighted by the first primetime game at New Meadowlands Stadium when the New York Jets host the Baltimore Ravens on Monday, September 13 at 7:00 PM ET.

- CBS marks its 51st season of NFL coverage in 2010. As a Halloween treat, CBS will broadcast for the third consecutive year the NFL International Series matchup at London's Wembley Stadium, which will feature the San Francisco 49ers and Denver Broncos on October 31. CBS also kicks off the Thanksgiving tripleheader when the Detroit Lions host the New England Patriots on Thursday, November 25 at 12:30 PM ET.
- NFL Network is your home for the holidays. The eight-game *Thursday Night Football* package features the night cap of a Thanksgiving tripleheader when the Cincinnati Bengals visit the New York Jets on Thursday, November 25 (8:20 PM ET) as well as the Dallas Cowboys at the Arizona Cardinals on Christmas night, Saturday, December 25 (7:30 PM ET).

"NFL Network brings fans the first game of every weekend on Thursday nights, beginning November 11 when the Baltimore Ravens visit the Atlanta Falcons on *Thursday Night Football*," says **CHARLES COPLIN**, NFL Network VP of programming. "Fans can enjoy another night of primetime action and we are excited to deliver eight games for the run to the playoffs including Thanksgiving and Christmas night specials."

- SHOWTIME's Emmy Award winning *Inside the NFL* returns on Wednesday, September 8 at 9:00 PM ET/PT. Host **JAMES BROWN** joins analysts Cris Collinsworth, **PHIL SIMMS** and **WARREN SAPP** to breakdown all the action and debate the hottest topics from around the league each week. Produced in conjunction with NFL Films, world renowned filmmakers will infuse breathtaking, brilliant highlights from every game, every week, all in HD. New episodes air every Wednesday at 9:00 PM ET/PT through Super Bowl XLV.



FLEXIBLE SCHEDULING RETURNS

The highly successful "flexible scheduling" format, which debuted in the NFL in 2006, will again be utilized this year for Weeks 11-17.

In Weeks 11-16, the schedule lists the games tentatively set for Sunday night on NBC. Only Sunday afternoon games are eligible to be moved to Sunday night, in which case the tentatively scheduled Sunday night game will be moved to an afternoon start time. Flexible scheduling will not be applied to games airing on Thursday, Friday, Saturday or Monday nights.

The schedule does not list a Sunday night game in Week 17, but an afternoon game with playoff implications will be moved to that time slot to conclude the season.

A flexible scheduling move will be announced at least 12 days before the game. For Week 17, the game may be announced six days prior. Flexible scheduling will ensure quality matchups on Sunday night in those weeks and give "surprise" teams a chance to play their way onto primetime.

NFL ANNOUNCER LINEUP FOR 2010

CBS

CBS' The NFL Today (Pregame): James Brown-Bill Cowher-Boomer Esiason-Dan Marino-Shannon Sharpe-Charley Casserly. **The NFL on CBS:** Jim Nantz-Phil Simms; Greg Gumbel-Dan Dierdorf; other crews TBA.

ESPN

Sunday NFL Countdown (Pregame): Chris Berman-Cris Carter-Mike Ditka-Tom Jackson-Keyshawn Johnson-Tom Jackson-Chris Mortensen-Ed Werder-Sal Paolantonio-Adam Schefter-Michael Smith-Rachel Nichols-Bob Holtzman-Wendi Nix.

Monday Night Countdown (Pregame): Chris Berman-Stuart Scott-Cris Carter-Trent Dilfer-Mike Ditka-Tom Jackson-Keyshawn Johnson-Matt Millen-Chris Mortensen-Steve Young; Suzy Kolber, Adam Schefter, Michele Tafoya (Reporters).

NFL Monday Night Football: Mike Tirico-Ron Jaworski-Jon Gruden.

FOX

FOX NFL Sunday (Pregame): Curt Menefee-Terry Bradshaw-Howie Long-Jimmy Johnson-Michael Strahan-Jay Glazer (Reporter)-Frank Caliendo. **NFL on FOX:** Joe Buck-Troy Aikman-Pam Oliver; other crews TBA.

NBC

NBC's Football Night in America (Pregame): Bob Costas-Keth Olbermann-Dan Patrick-Tony Dungy-Rodney Harrison-Peter King. **Sunday Night Football:** Al Michaels-Cris Collinsworth-Andrea Kremer (Reporter).

NFL NETWORK

NFL GameDay Morning (Sunday Pregame): Spero Dedes-Marshall Faulk-Steve Mariucci-Warren Sapp-Jason LaCanfora.

Total Access (Pregame): Rich Eisen- Steve Mariucci-Deion Sanders-Marshall Faulk-Warren Sapp-Jason LaCanfora.

Thursday Night Football: Bob Papa-Matt Millen.

SHOWTIME

Inside the NFL: James Brown-Cris Collinsworth-Phil Simms-Warren Sapp.





NFL RADIO 2010: WESTWOOD ONE COVERS PRIMETIME & HOLIDAYS; SIRIUS XM FEATURES THE LEAGUE 24/7

Not near a TV? No problem. NFL fans can listen to games on the radio in a number of ways – on Westwood One and on SIRIUS NFL Radio.

WESTWOOD ONE remains the exclusive network radio partner of the NFL, a distinction it has held exclusively since 1987.

The 2010 Westwood One NFL broadcast schedule features 58 national games, including the Pro Football Hall of Fame Game, the Thursday night Kickoff game, all primetime games, Thanksgiving and Christmas games, and the entire postseason, including the Pro Bowl and Super Bowl XLV. In addition, Westwood One's primetime NFL broadcasts can be heard on SIRIUS XM Satellite Radio, as well as online as part of Audio Pass on NFL.com. Westwood One also broadcasts a Sunday afternoon NFL doubleheader each week during the regular season and produces weekly specialty programs, including *The NFL Today*, *NFL Preview*, *NFL Insider*, *NFL Sunday* and *NFL Fantasy Football Forecast*.

PROGRAM	GAME ANNOUNCERS	PREGAME/HALFTIME HOST
<i>Monday Night Football</i>	Kevin Harlan and Boomer Esiason	Jim Gray
<i>Sunday Night Football</i>	Dave Sims and James Lofton	Scott Graham
<i>Thursday Night Football</i>	Ian Eagle and TBA	Scott Graham
Sunday Afternoon NFL Doubleheaders	Howard David and Tony Boselli	Scott Graham
	Kevin Kugler and Mark Malone	Scott Graham

This year will mark the NFL's seventh season on **SIRIUS XM RADIO**, America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

SIRIUS XM provides live play-by-play of every NFL game – from the preseason all the way to the Pro Bowl and Super Bowl XLV – to both SIRIUS subscribers and XM subscribers with the "Best of SIRIUS" programming package.

SIRIUS NFL RADIO, available nationwide on SIRIUS channel 124 and on XM channel 124 with the "Best of SIRIUS," continues to produce the most in-depth radio coverage of the NFL as the only radio channel dedicated to pro football 24 hours a day, 365 days a year. SIRIUS NFL Radio offers a daily lineup of exclusive talk programming hosted by former NFL stars and radio personalities and airs a live simulcast of NFL Network's signature show, *NFL Total Access*, every weekday at 7:00 PM ET.

SIRIUS NFL Radio also is available to Premium Online subscribers through SIRIUS Internet Radio and XM Radio Online, the Internet versions of the satellite radio service, and through the SIRIUS XM App for the Apple iPhone, iPod touch and several BlackBerry and Android-powered smartphone devices.

WEEKDAY PROGRAMMING	TIME (All times ET)	HOSTS
"The Opening Drive"	7:00-11:00 AM	Bob Papa, Ross Tucker, Peter King, Carl Banks
"The SIRIUS Blitz"	11:00 AM-3:00 PM	Adam Schein, Rich Gannon, Jim Miller
"Movin' the Chains"	3:00-7:00 PM	Tim Ryan, Pat Kirwan
NFL Network's "Total Access"	7:00-8:00 PM	
"Late Hits"	8:00-11:00 PM	Bryan McGovern, Gil Brandt, Jim Miller, Randy Cross, Damien Woody
SATURDAY PROGRAMMING	TIME (All times ET)	HOSTS
"The Weekend Kickoff"	8:00-11:00 AM	Howard David, Dean Dalton
"Press Coverage"	11:00 AM-2:00 PM	Vic Carucci, Dan Leberfeld
"Chalk Talk"	2:00-4:00 PM	Andrew Bogusch
"The End Zone"	4:00-7:00 PM	Bryan McGovern, Pat Kirwan
"Late Hits"	7:00-11:00 PM	Zig Fracassi, Jim Miller
SUNDAY PROGRAMMING	TIME (All times ET)	HOSTS
"The Stadium Tailgate Show"	9:00 AM-12:00 PM	Adam Schein, John Madden, Gil Brandt
"The Sunday Drive"	12:00-8:00 PM	Steve Torre
"NFL Rewind"	8:00 PM-12:00 AM	Jack Arute, Jim Miller

NFL SALUTES MILITARY IN MANY WAYS



Supporting the military is part of the fabric of the NFL. This support takes place both at home and abroad, with NFL players and coaches traveling overseas to salute the troops, as well as teams recognizing the dedication and sacrifice of our servicemen and women around Veteran's Day and throughout the year.

In 2010, the NFL again partnered with the USO on two overseas visits. In 1966, the NFL teamed with the USO and became the first sports organization to send a group of players to Vietnam and other parts of Asia, demonstrating the league's support for America's troops. In 2008, NFL Commissioner **ROGER GOODELL** became the first sports commissioner to participate in a USO tour.

The first NFL-USO tour of 2010, held in March, featured four Pro Bowl players – San Francisco 49ers tight end **VERNON DAVIS**, Cleveland Browns tackle **JOE THOMAS**, Houston Texans defensive end **MARIO WILLIAMS**, and Dallas Cowboys tight end **JASON WITTEN**. The group's nine-day trip took them to Afghanistan and Qatar where they visited bases both large (such as Bagram Air Base, the main hub of operations in Afghanistan for the U.S. and NATO) and small (such as Forward Operating Bases Blessing, Joyce and Bostick, remote camps in Eastern Afghanistan, near the border with Pakistan).

By starting their days around 6:00 AM and not heading to bed until after midnight, the players were able to shake thousands of hands, snap hundreds of pictures and sign countless autographs on their tour. One common theme on all USO tours is the mutual appreciation and respect that the players and troops have for each other. The service members are always excited to meet the gridiron stars, but it is usually the players themselves who come away awed.

"The American public often looks up to football players as heroes," says Witten, "but our service members and their families are the true heroes."

Thomas met one of these true heroes at FOB Bostick in Afghanistan, where he spent time speaking with Sgt. Eric Harder of Crystal, MN, who had been awarded a Purple Heart for his valor in the face of an enemy ambush against U.S. forces. But Thomas didn't just thank Sgt. Harder. When the Browns All-Star tackle returned home, he found an email address for Sgt. Harder's mother and sent her a note. "I wanted to write you a note to let you know how much the folks in my group truly appreciate and admire the bravery that your son has shown fighting for this country that we all love," wrote Thomas.



Following the players' spring tour, four current NFL head coaches ventured to the Persian Gulf in July to spend time with American troops as participants in the 2010 NFL-USO Coaches Tour, a new tradition that began in 2009.



BRAD CHILDRESS of the Minnesota Vikings, **JOHN FOX** of the Carolina Panthers, **MARVIN LEWIS** of the Cincinnati Bengals and **ANDY REID** of the Philadelphia Eagles had the opportunity to observe, meet and significantly impact many of our nation's servicemen and women stationed overseas. Much of their time was spent bonding with troops, witnessing the daily sacrifices made by military members and learning about the intricacies of life on a base.

While the soldiers noted an increase in morale after swapping stories with the men they regularly watch pace the sidelines on Sundays, the coaches benefitted equally from the back-and-forth with the soldiers.

"As happy as we were to see them, they were as happy to see us," says Reid, whose father served in the Navy during World War II. "I'm not sure we didn't get more out of it than they did."

The trip provided a uniquely special moment for Childress, who often speaks proudly about his son Marine Lance Cpl. Andrew's decision to join the military. To the 2009 NFC North-champion coach's surprise, military officials had arranged to reunite father and son when the tour group stopped at Bagram Air Base.

"It was very emotional," recalls Brad Childress. "Big hug. Hard to describe. It was just a great feeling holding him in my arms."

"Since my son has enlisted in the Marine Corps, I have gained a new appreciation for the freedoms we all enjoy and take for granted. Our armed forces are the most highly-skilled, best-trained men and women in the world. Their character is on display on a daily basis because they're an all-volunteer force. We all owe them a debt of gratitude."

Some ties between the NFL and the military:

- In honor of **PAT TILLMAN**, the late Arizona Cardinals player who gave up his NFL career to enlist in the Army in 2002 and was killed while serving in Afghanistan in 2004, the NFL has joined the Pat Tillman Foundation to create an education scholarship for military veterans and their families. "Pat Tillman will always be a member of the NFL family and we are proud to honor him by assisting those who seek to continue his legacy of service," said NFL Commissioner **ROGER GOODELL**.
- As part of the Kansas City Chiefs' partnership with the VFW Foundation's *Return the Favor* program, Chiefs players, coaches and executives visited three military bases this spring. The first visit was to Ft. Leavenworth with general manager **SCOTT PIOLI** and nine members of the defensive line. That was followed by a trip to Whiteman Air Force Base led by head coach **TODD HALEY** and Chiefs quarterbacks and running backs. Team president **DENNY THUM** and 16 members of the Chiefs Rookie Club made the final visit to Ft. Riley in June. "The Chiefs have always been good with veterans and they've continued to do things," said Sgt. Jared Sizemore, a native of Green City, MO after the club visited his base, Ft. Riley. "They come out here to support us and we'll continue to support them."
- Cincinnati Bengals head coach **MARVIN LEWIS** took to the air this offseason when he parachuted with the U.S. Army Golden Knights. Lewis made his jump from 13,500 feet with Sgt. First Class Mike Elliott on his back as part of a tandem jump. "It was awesome," Lewis remarked after the duo landed.
- Atlanta Falcons players and cheerleaders made a surprise visit to Atlanta Veterans Medical Center this offseason. Tackle **WILL SVITEK**, defensive end **JAMAAL ANDERSON** (right) and safety **MATT GIORDANO** strolled the halls of the medical center on May 20, thanking veterans for their service. "You have to keep an eye on us this season," Svitek said to one vet, giving notice of the Falcons' high expectations in 2010.
- Several members of the Washington Redskins played video games from the ESPN Zone in Washington, D.C. against soldiers stationed in Basra, Iraq as part of a "Pro vs. GI Joe" event. "Pro vs. GI Joe" was developed to connect professional athletes with U.S. servicemen and women stationed overseas via interactive gaming. Redskins defensive end **JEREMY JARMON** grew up in a military household and looks to give back to service members any way he can. "It means a lot to me to be able to come out here and be able to interact with some of our troops," said Jarmon. "Coming from a military family, I know it takes a special type of person to be able to serve over there."
- The Minnesota National Guard showed the Vikings some of their training maneuvers and aerial tactics during a special visit in June. The visit began when a National Guard helicopter landed at the team's Winter Park training facility and brought Vikings players and coaches by air to the Guard's headquarters at Camp Ridley. "I think the soldiers got a lot out of it, but we got more out of it," said linebacker and All-Star **HEATH FARWELL**. "From the time we stepped on the helicopter to the time we stopped off, it was a lot of fun," recalled linebacker **BEN LEBER**.
- As part of the Houston Texans' "Salute to the Military" game on October 25, 2009, former Presidents **GEORGE H.W. BUSH** and **GEORGE W. BUSH** attended the game and served as honorary captains. The two former Presidents participated in the pregame coin toss, with the elder Bush doing the honors.



A list of NFL players and coaches with ties to the military:

PLAYER/COACH	TEAM	MILITARY TIE
DB Phillip Adams	San Francisco	Father served in the Army
DE Jared Allen	Minnesota	Grandfather, Ray, served in the Marines and his brother, Scot, recently graduated from Marine Corps boot camp
G/C Eugene Amano	Tennessee	Father served in the Navy for 25 years
T Shawn Andrews	Free agent	Brother, Derrick, who is a sergeant in the army and recently finished a term in Kuwait
G/T Stacey Andrews	Philadelphia	Brother, Derrick, who is a sergeant in the army and recently finished a term in Kuwait
DE Kentwan Balmer	San Francisco	Cousin is in the Marines
LB Tully Banta-Cain	New England	Father, Adam, played football for the Naval Academy

WR Hank Baskett	Philadelphia	Father spent over 30 years in the Air Force; mother served as CFO at Air Force Base in Clovis, NM; brother served in the Army for over 10 years
WR Bernard Berrian	Minnesota	Parents, Sallie and Joseph, are retired Air Force mechanics
DT Ryan Boschetti	Oakland	Grandfather served in World War II
DB Zack Bowman	Chicago	Father, Zackary, is a Master Sergeant in the Air Force
QB Drew Brees	New Orleans	Grandfather served in World War II
WR Kenny Britt	Tennessee	Sister, Specialist Laura Johnson serves at Victory Base Camp in Iraq
S C.C. Brown	Detroit	Currently in the National Guard; unit is prepared for Afghanistan if needed
T Jammal Brown	Washington	Father, Charles, is retired from the Army
C Jason Brown	St. Louis	Brother, Lunsford, served in Iraq and was killed in 2003
OL Kyle Calloway	Buffalo	Father, Ed, and mother, Nancy, served in the Air Force. Both of his grandfathers served in the Army. Brother, Kevin, serves in the Air Force, stationed in Bahrain
LB Caleb Campbell	Detroit	Served in the Army
QB David Carr	San Francisco	Grandfather served in the Air Force; Brother-in-law is in the Marines
CB Nolan Carroll	Miami	Father, Nolan, Sr., was a senior master Air Force sergeant. Mother, Jennifer, was a Navy Lieutenant Commander
Head coach Brad Childress	Minnesota	Son, Andrew, is in the Marines, currently deployed in Afghanistan; Father was in the Army, stationed in Germany
LB Danny Clark	Houston	Has twin brothers in the armed forces – Jason (Air Force) and Joshua (Marines)
RB Thomas Clayton	New England	Father was a Sergeant First Class in the Army for 25 years
CB Nate Clements	San Francisco	Father served in the Army
Defensive coordinator Gunther Cunningham	Detroit	Father was a sergeant in the Air Force
T Anthony Davis	San Francisco	Grandfather served in the Army
DE Rulon Davis	Free agent	Served four years in the Marines, including a six-month tour in Iraq
OL Evan Dietrich-Smith	Green Bay	Brother, Alex, is a Specialist-Team Leader in 10th Mountain Division of the Army
General manager Mark Dominik	Tampa Bay	Father Glenn was in the Navy; Brother, Todd, was in the Navy; Grandfather, Edward was in the Army during WWII
QB Trent Edwards	Buffalo	Father, Andy, flew reconnaissance missions during Vietnam War; Maternal grandfather was awarded Navy Cross for Valor during bombing of Pearl Harbor
DE Chris Ellis	Buffalo	Father and mother served in the Army and Navy, respectively
DE Demetric Evans	San Francisco	Has cousins in both the Army and Navy
FB Jerome Felton	Detroit	Brother, Simon, is in the Army and currently serving in Afghanistan
CB Cortland Finnegan	Tennessee	Mother served 20 years in the Army
WR Larry Fitzgerald	Arizona	Attended Valley Forge (PA) Military Academy after high school; his grandfather was a Lieutenant in the Army who won a purple heart for his service in Korea; aunt and uncle, Paul and Sam Jones, are both Lieutenant Colonels in the Army.
CB Drayton Florence	Buffalo	Father, Drayton, Sr. is a retired Army medic; sister, Lakisha, is currently serving in the Army
Head coach John Fox	Carolina	Father was a member of one of the original Navy SEAL teams created by President John F. Kennedy in the early 1960s
C Hank Fraley	St. Louis	Brother was stationed with the Army in Iraq; father is a Vietnam veteran
Head coach Chan Gailey	Buffalo	Father, Tom, was in the Marines
K Graham Gano	Washington	Has two brothers in the Navy and Father was in the Marines
K Shayne Graham	Baltimore	Father served in the Army in Vietnam
Linebackers coach Kevin Greene	Green Bay	Served as a Captain for 16 years in the Army Reserve during the offseasons when he was an NFL player
S Cedric Griffin	Minnesota	Mother served in the Navy; father served in the Air Force
S Michael Griffin	Tennessee	Mother served in the Navy; father served in the Air Force
FB Ahmard Hall	Tennessee	Served four years in the Marines (3rd Battalion, 8th Marines out of Camp Lejeune, NC), including missions in Kosovo (1999) and Afghanistan (2002)
WR Chad Hall	Philadelphia	Attended the Air Force Academy and was a second lieutenant at Hill Air Force Base in Salt Lake City, UT
LB Parys Haralson	San Francisco	Grandfather served in the Army
LB Adam Hayward	Tampa Bay	Brother and sister served in the Army and cousin was in the Marine Corps.
CB Ellis Hobbs	Philadelphia	Father, Ellis Hobbs, Jr., served for over 30 years and graduated as a Sergeant Major before retiring from the military
DE Jason Hunter	Detroit	Father, James, served 25 years in the 82nd Airborne Division in the Armed Forces
G Mike Iupati	San Francisco	Brother-in-law is currently serving in the Army
RB Steven Jackson	St. Louis	Father served in the Marines
WR Vincent Jackson	San Diego	Father, Terrence, was an Army medic
LB Dhani Jones	Cincinnati	Both parents served in the military
Special teams asst. Ben	N.Y. Jets	Served in the Army as an Apache helicopter pilot in Iraq

Kotwica		
LB Manny Lawson	San Francisco	Father, Donald, served in the Air Force
Head coach Marvin Lewis	Cincinnati	Father was in the Army, was stationed in Germany
LB Ben Leber	Minnesota	Father, Al, was stationed in Korea with the Army when he met Ben's mother, Han
T Phil Loadholt	Minnesota	Father was a Sergeant First Class in the Army
Head coach Eric Mangini	Cleveland	Father served in the Navy
Asst. head coach/Def. line coach Rod Marinelli	Chicago	Served a one-year tour of duty in Vietnam
QB Ingle Martin	Kansas City	Uncle, Chris, is a Lieutenant Commander and pilot for the Navy
C Kevin Mawae	Free agent	Father served in the Army for 23 years, including two tours in Vietnam
FB Jason McKie	New Orleans	Father spent 23 years in the Air Force
T Marcus McNeill	San Diego	Mother, Leola, is a Colonel in the Air Force, stationed at Dobbins AFB in Marietta, GA
T Pat McQuistan	Dallas	Brother is in the Air Force
DT Roy Miller	Tampa Bay	Father and cousin served in the Army
DE/DT Kyle Moore	Tampa Bay	Father, Joseph, served in the Army for 22 years.
RB Sammy Morris	New England	Father, Sammy, was an Air Force Staff Sergeant; brother, Brien, serves in the Air Force
DE CJ Mosley	Cleveland	Father, Calvin Mosley Sr., is a retired First Master Sergeant with the United States Army
G Jamar Nesbit	Free agent	Father, Ronald, works for the Army Corps of Engineers
DE Igor Olshansky	Dallas	Father was in the Russian Army; grandfather fought for the Russian Red Army in World War II
DT Mike Patterson	Philadelphia	Uncle was a sergeant at Los Alamitos Army Base
TE Justin Peelle	Atlanta	Grandfather is a retired Navy captain
Special teams coordinator Mike Priefer	Denver	Served in the Navy (1991-94) as a helicopter pilot and was stationed in the Persian Gulf
DE Melila Purcell	Free agent	Father is an active reservist in the Army
WR Josh Reed	Buffalo	Brother (Army) and cousin (Navy) recently served in Iraq
G Tyler Reed	Free agent	Father, Gary, played football for the Naval Academy from 1971-75
Head coach Andy Reid	Philadelphia	Father served in the Navy in World War II
FB Tony Richardson	N.Y. Jets	Father was a Sergeant Major in the Army; sister, part of Desert Storm, is serving in the Army at Fort Bragg, NC
Defensive coordinator Ron Rivera	San Diego	Father was an Army officer; Ron lived in three countries as a child
S Mark Roman	Free agent	Five of his six brothers served in the Army
CB Lydell Sargeant	Buffalo	Father, Drew, served in the Air Force for more than 20 years
LB Cody Spencer	Free agent	Brother serves in the Army, currently stationed in Iraq
T Joe Staley	San Francisco	Grandfather was in the Navy during the Korean War; uncle was in the Navy
DT Randy Starks	Miami	Father served in the Army for over 20 years, mostly in Germany
TE Tony Stewart	Oakland	Father, Malcolm, was in the Army and stationed in Germany when Tony was born
Quarterbacks coach Mike Sullivan	N.Y. Giants	Graduate of Army Airborne, Ranger and Air Assault schools
CB Charles Tillman	Chicago	Father was an Army sergeant; Charles attended 11 schools in 13 years
LB Pat Thomas	Free agent	Father was a Chief Petty Officer in the Navy
DE Dave Tollefson	N.Y. Giants	Brother is a Marine
Head coach Norv Turner	San Diego	Father served in the Marines
K Lawrence Tynes	N.Y. Giants	Father served in the Navy as a Master Chief
LB DeMarcus Ware	Dallas	Wife, Taniqua, served in the Air Force
Defensive line coach Mike Waufle	Oakland	Served in the Marine Corps from 1972-1975
DE Mario Williams	Houston	Brother-in-law served in the Army and was killed in Iraq
WR Troy Williamson	Jacksonville	Brother is a career Marine, who just returned from Iraq; sister serves in the Navy
LB Patrick Willis	San Francisco	Father was in the National Guard
Owner/President Ralph Wilson, Jr.	Buffalo	Navy veteran, served in WWII
LB Will Witherspoon	Tennessee	Father was in the Air Force
DB Dexter Wynn	Free agent	Mother is a retired Air Force civil engineer who served in the Gulf War

WOMEN'S IMPACT ON NFL KEEPS GROWING

What is the "Super Bowl for Women?" It's the Super Bowl.

The 72.4 million total women who watched Super Bowl XLIV surpassed the number of women who watched the 82nd Annual Academy Awards a month later (45.1 million). Super Bowl XLIV had the most female viewers for any show in the past 16 years as an average of 41.9 million women tuned in – the most-watched on record – surpassing the 40.9 million women who watched the 1994 Winter Olympic figure skating competition featuring Nancy Kerrigan on February 23, 1994.

But women are not simply watching NFL games. Women also are playing a prominent role as executives in the NFL.



On September 9, 2010, the New Orleans Saints will host the first game of the year against the Minnesota Vikings to kick off the 2010 NFL season and to celebrate their Super Bowl XLIV win, the first championship for the franchise. The Kickoff game not only will be a homecoming for the Super Bowl champions and a celebration for all of New Orleans, but it also will be a symbol of how far the city has come in the five years since Hurricane Katrina ravaged the Gulf Coast.

RITA BENSON LE BLANC (left), the Saints' owner and executive vice president, is leading the champions' march back to the Superdome where they will defend their NFL title. Named one of the Most Powerful Women in Sports by *Forbes* last year, Benson LeBlanc is "the main face of the franchise, overseeing all business operations and representing the Saints at owners meetings," according to Tom Van Riper at *Forbes*.

The granddaughter of Saints owner **TOM BENSON**, Benson LeBlanc chairs the NFL Employee Benefits Committee and serves on the NFL International Committee – which has brought the NFL International Series to London the past three seasons and once again will feature a regular-season game in 2010 to expand the global reach of the NFL. She also works tirelessly on New Orleans' efforts to host Super Bowls, which paid off with the awarding of Super Bowl XLVII (to be played in 2013) to the Crescent City.

In her "free" moments away from the Superdome, Benson LeBlanc, a philanthropist, devotes her time to various civic initiatives. She sits on a range of local New Orleans boards, including the United Way, the New Orleans Business Council, Loyola University and the Ogden Museum of Southern Art. New Orleans is a large part of who she is and what drives her.

"The energy of the city fuels us," said Benson LeBlanc the morning before Super Bowl XLIV in an interview with CBS News. "It fuels our life. The people of New Orleans have saved themselves. We might be the most high-profile company, but we are just showcasing what everyone else has gone through – to rebuild, to work hard."

CHARLOTTE JONES ANDERSON (right, with father Jerry and brothers Jerry, Jr. and Stephen) wears many hats...and that's how she prefers it. Anderson's official title is Executive Vice President/Vice President of Brand Management/President Charity Foundation of the Dallas Cowboys, which adds up to her being one of the busiest women in the NFL.

Anderson, the daughter of Cowboys owner **JERRY JONES**, helped open the award-winning Cowboys Stadium last year. This season she will welcome the world into their home when North Texas hosts Super Bowl XLV. She joined the North Texas Super Bowl XLV Host Committee and is part of the team responsible for the development of the region's NFL Youth Education Town (YET).



"It is an honor for me both personally and professionally to spearhead the involvement of the Dallas Cowboys and Cowboys Stadium for Super Bowl XLV," says Anderson. "As both the hosting club and venue, we have a unique opportunity to assist in creating what will be the largest event in the history for North Texas. As a member of the executive board of the North Texas Super Bowl Host Committee, our group has the ability with this game to showcase North Texas to hundreds of millions of viewers around the world and unite as a region like never before."

Anderson's commitment to charity and the community is nothing new. Since 1997, she has coordinated the Cowboys Thanksgiving Day halftime show which kicks off The Salvation Army Red Kettle Campaign on national television, helping to raise \$1.3 billion in those 13 years. Anderson also is one of eight board members of NFL Charities, along with **MARY OWEN**, the Buffalo Bills' vice president of strategic planning.

On May 5, 2010, Anderson and the Cowboys hosted The Boys & Girls Clubs of America Annual Chairman's Dinner. At the dinner, which raised a record \$2.3 million that kicked off the inaugural Great Futures Scholarship Fund, Anderson accepted the Chairman's Award recognizing the Cowboys' longstanding support of youth. Anderson was also surprised with the Champion of Youth Award for her dedication to making a difference in the lives of youth in the community.

"As we address the branding and marketing initiatives of the Dallas Cowboys and Cowboys Stadium on a daily basis, it is imperative for our organization to constantly challenge each other to find new and innovative ways to utilize our visibility and successes to make a difference in the lives of others," Anderson says. "We constantly strive to help those who can't run with the ball themselves and work to inspire others to make a difference."

Anderson and Benson LeBlanc are just two examples of women within the NFL who are making a difference. [A list of female executives in the NFL at the vice president level and above:](#)

NAME	TITLE	ORGANIZATION
Charlotte Anderson	EVP/VP of Brand Management/President Charity Foundation	Dallas Cowboys
Michelle Andres	VP of Digital Media	Baltimore Ravens
Dawn Aponte	SVP of Football Administration	Miami Dolphins
Mary Pat Augenthaler	VP of Event Production	National Football League
Katie Blackburn	Executive VP	Cincinnati Bengals
Tracey Bleczynski	VP of Consumer Products – Adult Apparel	National Football League
Jeanne Bonk	Executive VP/CFO	San Diego Chargers
Robin Boudreau	VP of Human Resources	New England Patriots
Betti-Jo 'BJ' Corriveau	VP of Community and Charitable Programs	Washington Redskins
Anastasia Danias	VP of Legal Affairs	National Football League
Susan Darrington	VP/Facility Operations & Services	Seattle Seahawks
Gabrielle Dow	VP of Marketing	Baltimore Ravens
Marlyse Fant	VP of Sales and Service	Philadelphia Eagles
Jen Ferron	SVP of Marketing and Brand Development	New England Patriots
Tammy Fruits	VP of Sales & Marketing	Kansas City Chiefs
Nancy Galietti	VP of Information Technology	National Football League
Jessica Gelman	Vice President of Customer Marketing and Strategy	New England Patriots
Gretchen Geitter	VP of Community Relations	Buffalo Bills
Robyn Glaser	Senior Advisor	New England Patriots
Darcie Glazer Kassewitz	Co-President, Glazer Family Foundation	Tampa Bay Buccaneers
Karen Harrison	CFO & VP of Finance	Seattle Seahawks
Tery Howard	SVP/Chief Technology Officer	Miami Dolphins
Molly Higgins	VP of Corporate Communications & Civic Affairs	St. Louis Rams
Nancy Hubacher	VP of Sales & Marketing	Washington Redskins
Kalen Irsay	Vice President	Indianapolis Colts
Carlie Irsay-Gordon	Vice President	Indianapolis Colts
Casey Irsay-Foyt	Vice President	Indianapolis Colts
Dena Kaplan	SVP of Consumer Marketing	NFL Network
Jenneen Kaufman	VP/CFO	Tennessee Titans
Cindy Kellogg	VP of Community Development	Denver Broncos
Myra Kraft	President of the New England Patriots Charitable Foundation	New England Patriots
Lisa Lang	VP of Communications and Government Affairs	San Francisco 49ers
Jennifer Langton	VP of Business Ventures Finance	National Football League
Rita Benson LeBlanc	Owner/Executive VP	New Orleans Saints
Marilan Logan	VP and Controller	Houston Texans
Allison Maki	VP of Finance and Administration	Detroit Lions
Virginia McCaskey	Owner	Chicago Bears
Penny McPhee	President, Arthur M. Blank Family Foundation	Atlanta Falcons
Betsy Mitchell	VP of Organizational/Staff Development	Green Bay Packers
Vicky Neumeyer	VP/General Counsel	New Orleans Saints
Mary Owen	VP Strategic Planning/ President of Buffalo Bills Youth Foundation	Buffalo Bills
Jody Patton	President & CEO, Vulcan Inc.	Seattle Seahawks
Tracy Perlman	VP of Entertainment Marketing & Promotions	National Football League
Amy Phillips	Senior Vice President of Food and Beverage (Legends company)	Dallas Cowboys
Christine Procops	VP & CFO	New York Giants
Lucia Rodriguez	Owner/Partner; Chair - Rams Foundation/Community Outreach	St. Louis Rams
Rosemary Roser	VP, Controller	National Football League
Kim Shreckengost	EVP – Chief of Staff, AMB Group, LLC.	Atlanta Falcons
Kennie Smith	Executive in Charge of Project Management	NFL Films
Jill Strafaci	SVP, Finance	Miami Dolphins
Suzie Thomas	SVP/General Counsel/Chief Administration Officer	Houston Texans
Amy Trask	Chief Executive	Oakland Raiders
Kelly Urquhart	VP of Events	Detroit Lions
Delores Barr Weaver	Co-Owner and Chair, Jaguars Foundation	Jacksonville Jaguars
Christina Weiss-Lurie	President of Eagles Youth Partnership	Philadelphia Eagles
Jaime Weston	VP of Brand Creative	National Football League
Pamela Browner White	SVP of Public Affairs and Government Relations	Philadelphia Eagles
Kimberly Williams	COO	NFL Network
Denise DeBartolo York	Owner	San Francisco 49ers

THE FAMOUS LOVE THE NFL!

Famous NFL fans are everywhere – even in other sports!



A number of NBA players are among the NFL's biggest supporters, including the Miami Heat's **LE BRON JAMES** (Dallas Cowboys) and Denver Nuggets' **CARMELO ANTHONY** (Baltimore Ravens). PGA golfer **PHIL MICKELSON** is a fan of the San Diego Chargers, while NASCAR driver **KASEY KAHNE** cheers on the Seattle Seahawks.

Tennis powers **SERENA** and **VENUS WILLIAMS** (left) further displayed their support of the NFL in 2009 by becoming limited partners of the Miami Dolphins. The Williams sisters are members of a star-studded Dolphins ownership cast that also includes **GLORIA** and **EMILIO ESTEFAN**, **MARC ANTHONY** and **FERGIE**.

While the NFL is extremely popular in other sporting arenas and on the red carpet, it is also followed closely in the White House as **PRESIDENT BARACK OBAMA** vocally advocates the Chicago Bears. Former **PRESIDENT GEORGE H.W. BUSH**, the 41st leader of the United States, is also one of the Houston Texans' most-recognizable fans.

From athletes and politicians to actors and singers, celebrities of all varieties love the NFL.

Here are some celebrities and their favorite NFL teams:

NAME	FAVORITE TEAM	NAME	FAVORITE TEAM
Jessica Alba, Actress	Oakland Raiders	Kid Rock, Singer	Detroit Lions
Jozy Altidore, U.S. Soccer	Miami Dolphins	Ashton Kutcher, Actor	Chicago Bears
Carmelo Anthony, Denver Nuggets	Baltimore Ravens	David Letterman, Comedian	Indianapolis Colts
Marc Anthony, Lim. Partner/Actor/Singer	Miami Dolphins	Jennifer Lopez, Actress/Singer	Miami Dolphins
John Belushi, Actor	Chicago Bears	Ludacris, Singer/Actor	Atlanta Falcons
Chris Berman, ESPN Broadcaster	Buffalo Bills	Joe Maddon, Tampa Bay Rays Manager	Arizona Cardinals
Jon Bon Jovi, Singer	New York Giants	Dave Matthews, Singer	Seattle Seahawks
Garth Brooks, Singer	Pittsburgh Steelers	John Mellencamp, Singer	Indianapolis Colts
Sandra Bullock, Actress	Washington Redskins	Phil Mickelson, Golfer	San Diego Chargers
Former President George H.W. Bush	Houston Texans	Bill Murray, Actor	Chicago Bears
Drew Carey, Comedian	Cleveland Browns	Nelly, Singer	St. Louis Rams
Dana Carvey, Actor	San Francisco 49ers	President Barack Obama	Chicago Bears
Brian Cashman, NY Yankees GM	New York Giants	Apolo Ohno, Olympic Speedskater	Seattle Seahawks
Kenny Chesney, Singer	New Orleans Saints	David Ortiz, Boston Red Sox	Green Bay Packers
George Clooney, Actor	Cincinnati Bengals	Arnold Palmer, Golfer	Pittsburgh Steelers
Russell Crowe, Actor	Pittsburgh Steelers	Trey Parker & Matt Stone, TV Writers	Denver Broncos
Johnny Depp, Actor	Miami Dolphins	Michael Phelps, Olympic Swimmer	Baltimore Ravens
Gloria Estefan, Lim. Partner/Actress/Singer	Miami Dolphins	Prince, Singer	Minnesota Vikings
Fergie, Limited Partner/Singer	Miami Dolphins	Paul Rudd, Actor	Kansas City Chiefs
Tina Fey, Actress	Philadelphia Eagles	CC Sabathia, NY Yankees	Oakland Raiders
Jamie Foxx, Actor	Dallas Cowboys	Adam Sandler, Actor	New York Jets
Jennifer Garner, Actress	San Francisco 49ers	Tony Shalhoub, Actor	Green Bay Packers
Danny Glover, Actor	San Francisco 49ers	Bob Seger, Singer	Detroit Lions
Gene Hackman, Actor	Jacksonville Jaguars	Will Smith, Actor	Philadelphia Eagles
Josh Hamilton, Texas Rangers	Dallas Cowboys	Sylvester Stallone, Actor	Philadelphia Eagles
Josh Hartnett, Actor	Minnesota Vikings	Billy Bob Thornton, Actor	Pittsburgh Steelers
Dennis Hopper, Actor	Indianapolis Colts	Usher, Singer	Tennessee Titans
Ice Cube, Actor	Oakland Raiders	Vince Vaughn, Actor	Chicago Bears
John Isner, Tennis	Carolina Panthers	Dick Vitale, Broadcaster	Tampa Bay Buccaneers
Samuel L. Jackson, Actor	Tennessee Titans	Mark Wahlberg, Actor	New England Patriots
Kevin James, Actor	New York Jets	Rasheed Wallace, former NBA player	Kansas City Chiefs
LeBron James, Miami Heat	Dallas Cowboys	Hank Williams Jr., Singer	Pittsburgh Steelers
Kasey Kahne, NASCAR Driver	Seattle Seahawks	Robin Williams, Actor	San Francisco 49ers
Michael Keaton, Actor	Pittsburgh Steelers	Serena Williams, Lim. Partner/Tennis	Miami Dolphins
Toby Keith, Singer	Pittsburgh Steelers	Venus Williams, Lim. Partner/Tennis	Miami Dolphins



Actors Adam Sandler (left) and Kevin James (right) on the sidelines of a New York Jets game

ACCOMPLISHED IN THEIR OWN RIGHT



Olympians and professional athletes. Business women and doctors. Philanthropists and models. The NFL family is filled with many women who are proud of their own achievements.

KIYA TOMLIN (left), wife of Pittsburgh Steelers head coach **MIKE TOMLIN**, is a mother of three, runs the Tomlin household and still finds time to be a successful fashion designer.

Mrs. Tomlin began sewing when she was 10 years old. She asked her mother for a sewing machine and her projects evolved from a pillow to a duck to women's apparel. Today, she produces custom apparel that is both chic and flattering, creating pieces that are timeless, beautiful and beautifully made. She also designs clothes for the Steelers Style Fashion Show each year, including a Steelers-themed dress.

What draws her to fashion design?

"I like the problem-solving," she says. "It's like a puzzle, trying to figure out how to construct something to make it look like what you have in your mind."

GRETA ROONEY, wife of Steelers President **ART ROONEY II**, and Mrs. Tomlin co-chair the annual Steelers Style Fashion Show, the team's largest annual fundraiser which benefits the University of Pittsburgh Medical Center Thomas E. Starzl Transplantation Institute and the Cancer Caring Center. The show features current players and their families modeling clothing from local retailers.

Following is a list of some of the women who have family ties to NFL players, owners or coaches:

NAME	ACCOMPLISHMENTS/CLAIM TO FAME	RELATION TO NFL PLAYER/COACH
Gisele Bundchen	A supermodel and actress who has appeared on more magazine covers than any model. Participates in multiple charities and humanitarian causes, including the <i>I am African</i> campaign and <i>(Product) Red</i> project, both of which raise awareness and funds to help defeat AIDS in Africa.	Wife of New England QB Tom Brady
Lauren Cassel	Played volleyball at USC and was a captain of the squad that won the 2002 National Championship.	Wife of Kansas City QB Matt Cassel
Felicia Chester	Starting forward on the DePaul University women's basketball team. Three-time member of the Big East All-Academic Team.	Fiancée of Chicago DE Corey Wootton
Kelli Croyle	Winner of the 2005 America's Junior Miss Pageant as Miss Mississippi.	Wife of Kansas City QB Brodie Croyle
Victoria Dunlap	Starting forward on the University of Kentucky women's basketball team and also competes in track. Voted the 2009 SEC Player of the Year and named to the NCAA Division I State Farm Coaches' All-America team.	Sister of Philadelphia T King Dunlap
Dr. Aungel Latchley Evans	Medical resident at George Washington University in Washington D.C.	Wife of San Francisco DT Demetric Evans
Hannah Jun	Participates on the LPGA Futures Tour. Medlock has caddied for her at times.	Girlfriend of Washington K Justin Medlock
Angel McMichael	Georgia basketball Player of the Year at Griffin HS in 1978.	Mother of San Diego TE Randy McMichael
Tina Miller	Professional golfer.	Wife of Minnesota K Rhys Lloyd
Heather Mitts	Defender for the Philadelphia Independence of Women's Professional Soccer and the U.S. Women's National Soccer Team. Won gold medals at the 2004 & 2008 Olympics.	Wife of St. Louis QB A.J. Feeley
Anita Nall	Won gold, silver and bronze medals as a swimmer at the 1992 Olympics in Barcelona and was inducted into the International Swimming Hall of Fame in 2008.	Wife of Jacksonville strength and conditioning coach Luke Richesson
Lissa Olson	Associate head coach of track and field at the University of South Florida. First female to be named a head coach of a Division I men's track and field team when she was named the head coach at Purdue University in March of 2001.	Wife of Tampa Bay offensive coordinator Greg Olson
Shaelyn Palmer	Played goalie for USC's soccer team.	Wife of Cincinnati QB Carson Palmer
Sanya Richards	Won gold medals in the 2004 and 2008 Olympics as part of the USA's 4 x 400 meter relay team.	Wife of NY Giants CB Aaron Ross

Greta Rooney	Co-chair of the annual Steelers Style Fashion Show, the team's largest annual fundraiser, which benefits the University of Pittsburgh Medical Center Thomas E. Starzl Transplantation Institute and the Cancer Caring Center.	Wife of Pittsburgh President Art Rooney II
Patricia Rooney	Co-founder of the Salvation Army's Project Bundle-Up program, which pairs Steelers players and their families with disadvantaged children to shop for winter outerwear.	Wife of Pittsburgh Chairman Emeritus Dan Rooney
Nancy Shelmon	Partner in the accounting firm of Price Waterhouse Coopers in Los Angeles for the past 21 years.	Wife of San Diego offensive coordinator Clarence Shelmon
Annie Thomas	Played basketball for the University of Wisconsin.	Wife of Cleveland T Joe Thomas
Laurie M. Tisch	Entrepreneur & Philanthropist. President of the Laurie M. Tisch Illumination Fund. Chair Emeritus of the Center for Arts Education and the Children's Museum of Manhattan. Sits on the Board of Trustees for a variety of arts and education organizations.	Member of the Board of Directors of the NY Giants
Kiya Tomlin	Fashion designer; Co-chair of the annual Steelers Style Fashion Show, the team's largest annual fundraiser.	Wife of Pittsburgh head coach Mike Tomlin
Emily Urban	Ran track at Trinity College.	Wife of Kansas City WR Jerheme Urban
Jen Vrabel	Played volleyball for Ohio State University.	Wife of Kansas City LB Mike Vrabel
Darci Wash	Was an All-American basketball player for North Dakota State University and played on three national championship teams.	Wife of Tampa Bay defensive line coach Todd Wash
Kendra Wilkinson	Star of the E! reality-television show <i>Kendra</i> .	Wife of Philadelphia WR Hank Baskett
Mary Wilson	Founder of the Western New York Girls in Sports program to empower, educate and motivate young girls through sports participation, learning life skills and awareness of Title IX and its history.	Wife of Buffalo owner Ralph Wilson



ANNIVERSARY ANNALS

Many NFL milestones will be celebrated in 2010.

Ninety years ago in the Jordan and Hupmobile auto showroom in Canton, Ohio, the National Football League was born (August 20, 1920).

Since then, there have been a number of historic moments for the NFL ranging from the election of NFL Commissioner **PETE ROZELLE** 50 years ago, to technological accomplishments such as NFL.com becoming the first professional sports league website in 1995.

Some of the memorable NFL anniversaries in 2010:

CELEBRATION	ANNIVERSARY
90th	The National Football League was born in Canton, Ohio on August 20, 1920.
85th	Tim Mara and Billy Gibson were awarded a new NFL franchise, the New York Giants, for \$500.
85th	All-America halfback Red Grange signed with the Chicago Bears. Team went on barnstorming tour of 19 games in 66 days.
75th	The NFL adopted Bert Bell's proposal to hold an annual draft of college players with teams selecting in inverse order of finish.
75th	The New York Giants retired the uniform number of receiver Ray Flaherty (No.1), thus becoming the first professional athlete to have his name and number retired.
70th	Chicago defeated Washington 73-0 for the NFL championship in the most decisive victory in NFL history. The game popularized the Bears' T-formation with a man-in-motion. Game was the first NFL championship carried on network radio.
55th	The Baltimore Colts made an 80-cent phone call to Johnny Unitas and signed him as a free agent.
50th	Pete Rozelle was elected NFL Commissioner on January 26, 1960.
50th	Baltimore Colts quarterback Johnny Unitas set NFL record with TD pass in 47 consecutive games (1956-60).
45th	Commissioner Rozelle negotiated an agreement on behalf of NFL clubs to purchase Ed Sabol's Blair Motion Pictures, which was renamed NFL Films.
45th	NFL began tenure as America's No. 1 sport as 41 percent of sports fans surveyed by the Harris Poll named the NFL as their favorite, bypassing baseball (38) for the first time in history.

40th	The AFL and NFL merged into one league.
40th	The Super Bowl trophy was renamed the "Vince Lombardi Trophy."
35th	Referees were equipped with wireless microphones for all preseason, regular season and playoff games.
30th	Rules changes placed greater restrictions on contact in the area of the head, neck and face. Under the heading of "personal foul," players were prohibited from directly striking, swinging, or clubbing on the head, neck or face.
25th	The 1985 Super Bowl XX champion Chicago Bears performed the Super Bowl Shuffle.
25th	NFL owners adopted a resolution calling for a series of overseas preseason games, beginning in 1986, with one game to be played in England/Europe and/or one game in Japan each year.
20th	The NFL revised its playoff format to include two additional Wild Card teams, which raised the total number of playoff teams to 12.
20th	The bye week was introduced and the 16-game schedule was played over 17 weeks.
20th	The Super Bowl MVP Trophy was renamed the "Pete Rozelle Trophy."
15th	NFL.com became the first professional sports league website.
10th	More than 100 of the then-136 living members of the Pro Football Hall of Fame gathered to celebrate Pro Football's Greatest Reunion in Canton, Ohio.
5th	A then-NFL record 103,467 fans attended the Arizona Cardinals' 31-14 victory over the San Francisco 49ers at Mexico City's Azteca Stadium, the first-ever regular-season NFL game played outside the United States.
5th	NFL Network began televising regular-season NFL games.

OWNER MILESTONES

Many NFL owners will be celebrating notable milestones in 2010, ranging from Chicago's **VIRGINIA H. MC CASKEY**, whose father, **GEORGE HALAS**, purchased the team 90 years ago when they were known as the Decatur Staleys, to Minnesota's **ZYGI WILF**, who approaches his fifth anniversary as an NFL owner.

Here are the major owner milestones for 2010:

FRANCHISE	OWNER	YEAR ACQUIRED	MILESTONE
Chicago Bears	Virginia H. McCaskey (Daughter of George Halas)	1921	90th Season
New York Giants	John K. Mara (Grandson of Tim Mara; son of Wellington Mara)	1925	85th Anniversary
New Orleans Saints	Tom Benson	1985	25th Anniversary
New York Giants	Steve Tisch (Son of Preston Robert Tisch)	1991	20th Season
Tampa Bay Buccaneers	Malcolm Glazer	1995	15th Anniversary
New York Jets	Robert Wood Johnson IV	2000	10th Anniversary
Minnesota Vikings	Zygi Wilf	2005	5th Anniversary

90TH ANNIVERSARY OF NATIONAL FOOTBALL LEAGUE

On August 20, 1920, in the Jordan and Hupmobile auto showroom in Canton, Ohio, the National Football League was born.

Four independent professional football teams – the Akron Pros, Canton Bulldogs, Cleveland Indians, and Dayton Triangles – met to discuss the mounting problems facing the pro game, including rising salaries, the signing of college players while still in school, and players moving from team to team. The solution was to form a league. They called it the American Professional Football Conference.

On September 17, another meeting was held with more teams and the league's name was changed again to the American Professional Football Association (it was eventually changed to the **NATIONAL FOOTBALL LEAGUE** on June 24, 1922). Jim Thorpe was elected APFA president at the same meeting. A membership fee of \$100 per team was charged to give the appearance of respectability, but no team ever paid it. Scheduling was left up to the teams during that first season, and there were wide variations, both in the overall number of games played and in the number played against APFA member teams.

The first game featuring an APFA team was played on September 26. A crowd of 800 watched the Rock Island Independents defeat the St. Paul Ideals 48-0 at Rock Island's Douglas Park. A week later on October 3, the first game featuring two APFA teams took place between the Dayton Triangles and the Columbus Panhandles at Triangle Park in Dayton. Dayton won 14-0. The same day, Rock Island defeated the Muncie Flyers.

Since these humble beginnings, the NFL has grown into the nation's most popular sport with packed stadiums and is widely considered, as the *Indianapolis Star* put it, "The Gold Standard of Televised Sports."

Following are all-time NFL totals in some key categories since the league's beginning:

CATEGORY	TOTAL
Games	13,194
Points	515,323
Teams	82
Head Coaches	437 *
Players	21,000 **
Players Drafted	23,105 *
Stadiums	151 *
Paid Attendance	657,614,845

*Includes 2010

**Approximation due to unreliable player records in 1920s and 1930s.

THE EVOLUTION OF THE NFL SHIELD



1940



1940-1960



1960-1980



1980-2007



Present

85 YEARS AGO, RED GRANGE PUTS NFL ON MAP



It's hard to imagine today, but in 1925 the National Football League had difficulty attracting fans and desperately needed something to capture the public's attention. The NFL got exactly what it wished for that year when the Chicago Bears signed famed collegian **HAROLD "RED" GRANGE** (left), forever changing the league's fortunes and putting professional football on the map for good.

The "Galloping Ghost," as Grange was known, was already an iconic star from his days as an All-American halfback at the University of Illinois. When Grange made his debut with the Bears on Thanksgiving Day, 1925 against the cross-town rival Cardinals, a standing-room crowd of 36,600 – the largest in pro football history at the time – packed Cubs Park (now known as Wrigley Field) to get a glimpse of the young talent. From that 0-0 game in which Grange played offense, defense and special teams for the Bears, the club realized they had something special on their hands that fans wanted to see.

Over the next several months, the Bears toured the country barnstorming, showcasing Grange to countless fans who flocked to see him play. In the end, Grange completed a 10,000-mile, 19-game, 66-day odyssey across the U.S. (including eight games in 12 days). The journey brought the still-young National Football League its first national recognition.

The tour, arranged by promoter **C.C. (CHARLEY) PYLE** in conjunction with Bears owner **GEORGE HALAS** and **ED (DUTCH) STERNAMAN** concluded on January 31, 1926 in Seattle. In between, more than 400,000 fans saw the "Galloping Ghost." Three times, pro football attendance records were set, the last on January 16 when 75,000 people jammed the Los Angeles Memorial Coliseum to see Grange face All-American halfback **GEORGE (WILDCAT) WILSON** of the University of Washington.

Undoubtedly many fans were enthralled by Grange's dazzling exploits, cultivating legions of new fans. For the first time in the league's infancy, it began to hold a place in national prominence.

In addition to the fans he brought to the stadiums, Grange's presence was also transformative because his extraordinary play was directly responsible for the decision by respected newspapers and sportswriters at the time to cover professional football. When reporters in Chicago, New York, and Philadelphia began to cover Grange's games, many readers across the country were exposed to the NFL for the first time.

"No one will ever attempt anything like this again," said Grange after the tour. He was right.

Grange, who would go on to a Pro Football Hall of Fame career with the Bears, earned a staggering sum of \$75,000 for the tour. And the gratitude of a young NFL.

THE RED GRANGE-CHICAGO BEARS TOUR

<u>Date</u>	<u>City</u>	<u>Opponent</u>	<u>Score*</u>	<u>Date</u>	<u>City</u>	<u>Opponent</u>	<u>Score*</u>
11/26/25	Chicago	Chicago Cardinals	0-0	12/25/25	Miami	Coral Gables Collegians	7-0
11/29/25	Chicago	Columbus Tigers	14-13	1/1/26	Tampa	Tampa Cardinals	17-3
12/2/25	St. Louis	Donnelly All-Stars	39-6	1/2/26	Jacksonville	Jacksonville All-Stars	19-6
12/5/25	Philadelphia	Frankford Yellow Jackets	14-7	1/10/26	New Orleans	All Southern	14-0
12/6/25	New York	New York Giants	19-7	1/16/26	Los Angeles	Los Angeles Tigers	17-7
12/8/25	Washington	Washington All-Stars	19-0	1/17/26	San Diego	California All-Stars	14-0
12/9/25	Boston	Providence Steam Roller	7-9	1/24/26	San Francisco	San Francisco Tigers	9-14
12/10/25	Pittsburgh	Pittsburgh All-Stars	0-24	1/30/26	Portland	The Longshoremen	60-3
12/12/25	Detroit	Detroit Panthers	0-21	1/31/26	Seattle	Washington All-Stars	34-0
12/13/25	Chicago	New York Giants	0-9				

*Bears score listed first



75 YEARS AGO, NFL FIRST TO RETIRE A NUMBER

Perhaps there is no greater honor in professional sports. In 1935 – 75 years ago – the New York Giants retired the uniform number of receiver **RAY FLAHERTY** (No.1), thus becoming the first professional athlete to have his name and number etched in eternity by his respective club. Currently, 128 players, including Seattle retiring the No. 12 recognizing Seahawks fans, have had this honor bestowed upon them.

Last season, two Pro Football Hall of Famers were added to this illustrious fraternity – Rams defensive end **DEACON JONES** (No. 75) and late Chiefs linebacker **DERRICK THOMAS** (No. 58).

The following are the 128 players to have their number currently retired:

<u>TEAM</u>	<u>PLAYER</u>	<u>NUMBER</u>	<u>TEAM</u>	<u>PLAYER</u>	<u>NUMBER</u>
Arizona	Larry Wilson	8	Minnesota	Fran Tarkenton	10
	Pat Tillman	40		Mick Tingelhoff	53
	Steve Mauldin	77		Jim Marshall	70
	J.V. Cain	88		Korey Stringer	77
	Marshall Goldberg	99		Cris Carter	80
Atlanta	Steve Bartkowski	10	New England	Alan Page	88
	William Andrews	31		Gino Cappelletti	20
	Jeff Van Note	57		Mike Haynes	40
	Tommy Nobis	60		Steve Nelson	57
	None			John Hannah	73
Baltimore	Jim Kelly	12	New Orleans	Buck Armstrong	78
Buffalo	Sam Mills	51		Jim Lee Hunt	79
Carolina	Bronko Nagurski	3		Bob Dee	89
Chicago	George McAfee	5		Jim Taylor	31
	George Halas	7		Doug Atkins	81
	Willie Galimore	28	New York Giants	Ray Flaherty	1
	Walter Payton	34		Tuffy Leemnas	4
	Gale Sayers	40		Mel Hein	7
	Brian Piccolo	41		Phil Simms	11
	Sid Luckman	42		Y.A. Tittle	14
	Dick Butkus	51	New York Jets	Frank Gifford	16
	Bill Hewitt	56		Al Blozis	32
	Bill George	61		Joe Morrison	40
	Bulldog Turner	66		Charlie Conerly	42
	Red Grange	77		Ken Strong	50
Cincinnati	Bob Johnson	54		Lawrence Taylor	56
Cleveland	Otto Graham	14		Joe Namath	12
	Jim Brown	32		Don Maynard	13
	Ernie Davis	45		Joe Klecko	73
	Don Fleming	46		None	
	Lou Groza	76	Oakland	Steve Van Buren	15
Dallas	None		Philadelphia	Tom Brookshier	40
Denver	John Elway	7		Pete Retzlaff	44
	Frank Tripucka	18		Chuck Bednarik	60
	Floyd Little	44		Al Wistert	70
	Dutch Clark	7		Reggie White	92
	Bobby Layne	22	Pittsburgh	Jerome Brown	99
	Doak Walker	37		Ernie Stautner	70
	Joe Schmidt	56		Bob Waterfield	7
	Chuck Hughes	85		Eric Dickerson	29
	Tony Canadeo	3		Merlin Olsen	74
Green Bay	Don Hutson	14	St. Louis	Jackie Slater	78
	Bart Starr	15		Jack Youngblood	85
	Ray Nitschke	66		Dan Fouts	14
	Reggie White	92		Lance Alworth	19
	None			Steve Young	8
Houston	Johnny Unitas	12	San Francisco	John Brodie	12
Indianapolis	Buddy Young	22		Joe Montana	16
	Lenny Moore	24		Joe Perry	34
	Art Donovan	70		Jimmy Johnson	37
	Jim Parker	77		Hugh McElhenny	39
	Raymond Berry	82		Ronnie Lott	42
	Gino Marchetti	89		Charlie Krueger	70
Jacksonville	None			Leo Nomellini	73
Kansas City	Jan Stenerud	3	Seattle	Bob St. Clair	79
	Len Dawson	16		Dwight Clark	87
	Emmitt Thomas	18		"Fans/ the 12th man"	12
	Abner Haynes	28		Steve Largent	80
	Stone Johnson	33		Lee Roy Selmon	63
	Mack Lee Hill	36	Tampa Bay	Warren Moon	1
	Derrick Thomas	58		Earl Campbell	34
	Willie Lanier	63		Jim Norton	43
	Bobby Bell	78		Mike Munchak	63
	Buck Buchanan	86		Elvin Bethea	65
Miami	Bob Griese	12	Washington	Bruce Matthews	74
	Dan Marino	13		Sammy Baugh	33
	Larry Csonka	39			



70 YEARS AGO: A 73-0 TITLE VICTORY!



Before 36,034 stunned fans at Washington's Griffith Stadium on December 8, 1940 at the 1940 NFL Championship Game, the Chicago Bears played near-perfect football to defeat the Washington Redskins 73-0 for the league title.

Yes, 73-0. Ten Chicago players combined to score 11 total touchdowns. The Bears rushed for 381 yards and completed seven of 10 passes for 138 yards. On defense, the "Monsters of the Midway" played just as effectively, allowing only 22 rushing yards and intercepting eight passes, including three third-quarter touchdown returns.

The 73-point margin was, and still is, the largest margin of victory of any game in NFL history.

"That game never should have happened that way and it probably never will happen that way again," said Redskins quarterback **SAMMY BAUGH**. "You don't see but one game like that in a lifetime."

"It would be like winning the World Series with four no-hitters," said Bears quarterback **SID LUCKMAN** (above) of the Bears' flawless performance.

When asked what the score would have been had one of his teammates not dropped a sure touchdown pass early in the game, Baugh replied, "Seventy-three to seven."

After a November loss to the Redskins, Bears owner and coach **GEORGE HALAS** (right, in black suit with NFL Commissioner **BERT BELL**) had brought in Stanford coach **CLARK SHAUGHNESSY** to help his team perfect the T-formation. It was the birth of the modern-T.



"That day in football was like going from the Ford Model T to the super deluxe Rolls-Royce," said Luckman of the Bears' new offensive system. "Our biggest fear was we were over-prepared. On the train, the boys would play bridge or cards and joke and laugh. This time, you could have heard a pin drop. We were studying our playbooks."

The studying paid off. On the second play of the game, Chicago running back **BILL OSMANSKI** took a handoff from Luckman and sped around left end toward the sideline where teammate **GEORGE WILSON** threw a block, knocking down not one, but two Washington defenders. Osmanski raced to a 68-yard touchdown and gave Chicago a 7-0 lead. The perfectly executed run and block typified the day that lay ahead for both clubs.

The game was also the first in NFL history to be broadcast on network radio. The Mutual Broadcasting System paid \$2,500 for the rights to send the game to over 120 stations across the country. Legendary broadcaster **RED BARBER** was at the microphone.

December 8, 1940, Griffith Stadium, Washington, D.C.

Chicago Bears	21	7	26	19	-- 73
Washington Redskins	0	0	0	0	-- 0

Chi — Osmanski 68 run (Manders kick)
 Chi — Luckman 1 run (Snyder kick)
 Chi — Maniaci 42 run (Martinovich kick)
 Chi — Kavanaugh 30 pass from Luckman (Snyder kick)
 Chi — Pool 15 interception return (Plasman kick)
 Chi — Nolting 23 run (kick failed)
 Chi — McAfee 35 interception return (Stydahar kick)
 Chi — Turner 20 interception return (kick failed)
 Chi — Clark 44 run (kick failed)
 Chi — Famiglietti 2 run (Maniaci pass from Sherman)
 Chi — Clark 1 run (pass failed)

50TH ANNIVERSARY OF ROZELLE ELECTION



The sports landscape was changed forever on January 26, 1960 when the most innovative sports executive of all time, **PETE ROZELLE** (left), was elected Commissioner of the NFL.

"He was the greatest commissioner I have ever seen in sports," says Pittsburgh Steelers owner emeritus **DAN ROONEY**. "If Pete had not been commissioner, we would have gotten on as a league, but we wouldn't be the sport we grew to be under his tenure, the top American sport."

Rozelle guided the still-developing NFL to its position today as America's most popular sport. He accomplished this feat by convincing rival owners to agree on a league-wide television contract; by successfully merging the NFL with the upstart American Football League; by starting NFL Properties and NFL Films; by creating a pageantry-filled championship game between the two leagues, now known as the Super Bowl; and by taking a chance with ABC-TV that the country wanted to watch primetime football on Monday nights.

And he did it all with a smile.

"He was a very special man," says former Baltimore Ravens owner **ART MODELL**. "You could like him on Madison Avenue or in Peoria. He would never use his muscle, only his persuasion. He was truly a giant. Remember, there was no frame of reference back then, because no one had done what he accomplished."

Pete Rozelle on:

Super Bowl I – "That first game was the only year we had double network coverage – CBS and NBC – and it was a real battle to see who could get the better rating. At that time, everybody made a big thing of it because, except for space shots and Presidential press conferences, that first game was the only event to ever attract multiple network coverage."

Presidents – "I realized the length of time I've served in the job. I've known eight Presidents. There was Eisenhower, Kennedy, Johnson, Nixon, Ford, Reagan, Carter, Bush. My favorite, one I was close to and I liked a lot because of his interest in football and his attention to the NFL, was Nixon. My mother was a doorbell-ringing volunteer for him when he ran for Congress the first time."

Most Thrilling Players – "Boy, there were so many, it's difficult. At the very top it would have to be **ROGER STAUBACH** and **WALTER PAYTON** (right), both great players and great, outstanding public citizens."



Best Football City – "Green Bay. A small town. People owning their own football team. Rabid supporters."

THE ROZELLE FILE

Born	March 1, 1926 in Los Angeles, California
Elected Commissioner	January 26, 1960 on the 23rd ballot as a compromise candidate
League-wide TV Contract	NFL signed its first league-wide contract on January 10, 1962
NFL Properties Founded	1963
NFL Films Purchased	March 5, 1964
AFL-NFL Merger	A series of meetings in 1966 led to the merger
Super Bowl I	Originally called "AFL-NFL World Championship Game" between Green Bay (NFL) and Kansas City (AFL) on January 15, 1967
Monday Night Football	Cleveland defeated the New York Jets 31-21 in the first-ever <i>NFL Monday Night Football</i> game on ABC on September 21, 1970
Inducted into Hall of Fame	August 3, 1985 in Canton, Ohio
Retired	Last day as Commissioner was Saturday, November 4, 1989
Died	December 6, 1996
Sportsman of the Century	Named the most powerful man in sports during the 20th century by <i>The Sporting News</i> on December 15, 1999



UNITAS SETS TD STREAK RECORD 50 YEARS AGO



It may be the toughest major record in NFL history to break!

From 1956-60, Baltimore Colts quarterback **JOHNNY UNITAS** (left) threw at least one touchdown pass in an astounding 47 consecutive games, a record that may never be broken.

"Johnny Unitas was the first great modern quarterback," says former Baltimore Colts general manager **ERNE ACCORSI**. "He set the standard. That touchdown streak is the equivalent of Joe DiMaggio's 56-game hitting streak. To have 47 straight games with a touchdown pass, that's unbelievable."

In the succeeding 50 years, only two quarterbacks have reached a streak of 30 games – **BRETT FAVRE** (36 games with Green Bay, 2002-04) and Pro Football Hall of Famer **DAN MARINO** (30 games with Miami, 1985-87).

"It's a very difficult thing to do," says **DAVE KRIEG**, who has the fourth-longest streak in NFL annals (28 games with Seattle, 1983-85). "It's hard because of circumstances you have no control over. Johnny Unitas had a lot to do with what football is today. I'm really honored to even be mentioned with him."

Following are the quarterbacks with the most consecutive games with a touchdown pass in NFL history:

<u>PLAYER</u>	<u>TEAM</u>	<u>YEARS</u>	<u>STREAK</u>
Johnny Unitas	Baltimore Colts	1956-60	47
Brett Favre	Green Bay Packers	2002-04	36
Dan Marino	Miami Dolphins	1985-87	30
Dave Krieg	Seattle Seahawks	1983-85	28
Peyton Manning	Indianapolis Colts	1998-99	27
Chris Chandler	Atlanta Falcons	1997-99	27

40TH ANNIVERSARY OF NFL-AFL MERGER

The 1970 season marked the first with the merged AFL and NFL clubs. Here is how it came about:

From April through June 1966, Kansas City Chiefs owner **LAMAR HUNT** (right, with NFL Commissioner **PETE ROZELLE**) exchanged correspondence with Dallas Cowboys general manager **TEX SCHRAMM**, who was acting on behalf of Commissioner Rozelle on a possible merger between the AFL and NFL. On June 8, 1966, the two leagues announced an agreement in which:

- The nine AFL clubs (expansion Miami was added in 1966) would pay a total of \$18 million over 20 years to join the NFL.
- Pete Rozelle would serve as commissioner.
- The leagues would play a championship game following the 1966 season.
- Existing franchises would remain at present sites.
- A common draft would be held, beginning in 1967.
- Two new franchises, one in each league, would be added by 1968 (Cincinnati and New Orleans).
- Interleague preseason games would be played in 1967, and a common schedule would begin in 1970.



The NFL-AFL merger was approved by Congress on October 21, 1966, when an anti-trust exemption was added as a rider to an anti-inflation tax bill. President **LYNDON B. JOHNSON** signed the bill into law on November 8, 1966.

In August 1969, after spending 36 hours behind closed doors, NFL and AFL owners announced the creation of two 13-team conferences – the AFC and the NFC. Three NFL clubs – the Baltimore Colts, Cleveland Browns and Pittsburgh Steelers – joined the AFL clubs in the American Conference and the remaining NFL clubs composed the National Conference.

Following is a statistical comparison on how the AFC and NFC have fared since 1970:

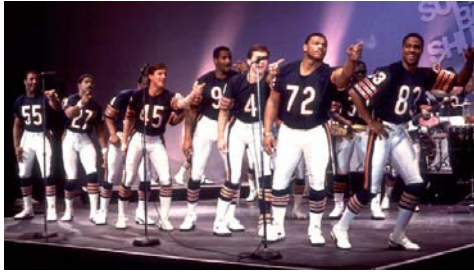
<u>COMPARING THE CONFERENCES</u>		
<u>AFC</u>	<u>Category</u>	<u>NFC</u>
1,095	Interconference Games Won*	978
24	Annual Interconference Series Won**	8
43,636	Points in Interconference Games	42,203
21	Super Bowl Wins***	23
20	Individual Passing Titles	20
23	Individual Rushing Titles	17

* 11 ties in Interconference Games

** Eight series were tied

*** Since 1966

“SUPER BOWL SHUFFLE” GETS AMERICA RAPPING 25 YEARS AGO



The 1985 Super Bowl XX champion Chicago Bears not only had one of the greatest running backs (Pro Football Hall of Famer **WALTER PAYTON**) and defenses of all-time (**BUDDY RYAN**'s famed “46” alignment) but also a true cast of characters.

Twenty-five years ago, one of the most memorable parts of that season was a rap video that a group of Bears players – known as the “Bears Shufflin’ Crew” – performed called the “Super Bowl Shuffle.”

Payton, quarterback **JIM MC MAHON**, wide receiver **WILLIE GAULT**, linebacker **MIKE SINGLETARY** and defensive tackle **WILLIAM “THE REFRIGERATOR” PERRY**,

among others, taped the video for charity. It won a Grammy nomination for Best R&B Vocal Performance by a Duo or Group and reached No. 41 on the charts, ultimately going Gold on February 2, 1986.

“It gave us a sense of pride to know we accomplished something as a group, something very few people get an opportunity to do,” says Gault. “And to win the Super Bowl on top of that was really rewarding.”

15 YEARS LATER, NFL.COM BIGGER & BETTER THAN EVER

Continuing its long tradition of technological innovation, the NFL on April 10, 1995, became the first sports league with an Internet site, launching “NFL Sidelines” at the web address nflhome.com. The first live chat on the site took place two weeks later on Day 1 of the 1995 NFL Draft with NFL Commissioner **PAUL TAGLIABUE**.



A fan wrote the following: “This is great. What else is the NFL going to do on the Internet?”

Over the years, the since re-named **NFL.COM** has changed the way fans experience NFL football. NFL.com and its mobile WAP site enable fans to follow the NFL anywhere, any time and on any platform. NFL.com is introducing **NFL FANTASY FOOTBALL** for the 2010 season, the only NFL fantasy game with video, including extensive in-game highlights. NFL.com also makes available live NFL games with the streaming of *Sunday Night Football* and *Thursday Night Football LIVE*, complementing the television broadcasts. New in 2010, fans can watch every preseason game on NFL.com with **PRESEASON LIVE**, as well as listen to the radio broadcast of every NFL game with **AUDIO PASS**. In addition, fans who missed a game can watch every game after the fact with **GAME REWIND** on NFL.com.

On April 20, 2010, two days before the 75th NFL Draft, the first draft to begin in primetime, NFL Commissioner **ROGER GOODELL** conducted a live chat with fans on NFL.com. Since the start of the 2008 season, there have been more than 1,000 chats on NFL.com featuring NFL executives, current and former players, team personnel and analysts. NFL.com gives fans a voice and brings them closer to the NFL with social media, including Twitter, Facebook, commenting on-site and annual features such as Fan War Rooms for Draft and the Super Bowl aggregator.

How NFL.com has grown in 15 years:

NFL.com....Then & Now

CATEGORY	1995	2010
Website Name	NFL Sidelines	NFL.com
Web Address	NFLhome.com	NFL.com
Internet Users	20 million in U.S.	215 million in U.S. (as of June 2010)
Internet Connection	No Broadband	Nearly 100% of NFL.com users have Broadband
Game Center	0	Dynamic and interactive product enabling fans to follow every play of every game. Features in-game video highlights, 3-D drive chart and fan commenting
Audio Content	0	Live audiocasts of every NFL game, audio coverage of press conferences and other events
Video Content	0	Live NFL games, NFL Network's coverage of NFL Draft and more than 18,000 total pieces published in 2009
Mobile Companions	0	NFL.com's WAP site and NFL MOBILE only on Verizon
Fantasy Football Games	0	The new NFL FANTASY FOOTBALL, the world's only NFL fantasy game with video, including extensive in-game highlights
Analysts	1 (Gil Brandt)	18 (Gil Brandt, Bucky Brooks, Vic Carucci, Charles Davis, Jamie Dukes, Michael Fabiano, Marshall Faulk, Trent Green, Pat Kirwan, Jason LaCanfora, Michael Lombardi, Steve Mariucci, Mike Mayock, Warren Sapp, Sterling Sharpe, Solomon Wilcotts, Rod Woodson, Steve Wyche)
Sponsors/Advertisers	4	85+
E-Commerce	0	More than 100,000 products available on NFLShop.com

NFL TO CELEBRATE 45TH SUPER BOWL

As Super Bowl XLV approaches, the NFL's championship game has never been more exciting than during the past decade.

From **ADAM VINATIERI**'s pair of Super Bowl-winning field goals (XXXVI & XXXVIII, New England) to the **DAVID TYREE** "helmet catch" (XLII, New York Giants) to **SANTONIO HOLMES'** game-winning, toe-tap touchdown (XLIII, Pittsburgh), the Super Bowl has lived up to its name. Four franchises also won Vince Lombardi Trophies for the first time (Baltimore, New England, New Orleans and Tampa Bay) during that span (2000-09 seasons), including the Saints last season.

What's in store for the Super Bowl's 45th installment, which is set to kickoff this February at Cowboys Stadium in North Texas? No one knows for sure. Many players, from superstars to special teams standouts, will likely have an affect on the outcome, but only one will join the exclusive club of Super Bowl MVP award winners.

Following is a review of the memorable performances of each Most Valuable Player from Super Bowl I to Super Bowl XLIV:

SUPER BOWL I: QB BART STARR, Green Bay Packers - In what was originally called the "AFL-NFL World Championship," Starr propelled the Packers to a 35-10 victory over the Chiefs. Completing 16 of 23 attempts, Starr amassed 250 yards through the air to go along with three touchdown passes. Starr hooked up with reserve wide receiver Max McGee, whose one-armed first-quarter touchdown reception is one of the most memorable plays in Super Bowl history, seven times for 138 yards.

SUPER BOWL II: QB BART STARR, Green Bay Packers - Guiding Green Bay to its second Super Bowl win in a row (and third consecutive NFL championship), Starr's star shone the brightest in the second half. The high-powered Green Bay offense rattled off 17 unanswered points in the third and fourth quarters to pull away from the Raiders for a 33-14 victory. Starr completed 13 of his 24 passes, including a 62-yard scoring strike to Boyd Dowler.



SUPER BOWL III: QB JOE NAMATH (left), New York Jets - In a game that will be forever remembered because of Namath's "guarantee" of victory, the Jets toppled the seemingly unbeatable Baltimore Colts by a score of 16-7. Even future Hall of Famer Johnny Unitas could not spark a second half comeback by Baltimore. Because of Namath's leadership (and five Baltimore turnovers), the Jets secured the first victory for the AFL in the young history of the Super Bowl. "Broadway Joe" finished 17 of 28 for 206 yards passing.

SUPER BOWL IV: QB LEN DAWSON, Kansas City Chiefs - In the last game before the AFL-NFL merger, Dawson's workmanlike performance helped Kansas City beat the Vikings, 23-7. Dawson (12 of 17, 122 yards passing) orchestrated four scoring drives in the first half alone, three of which resulted in Jan Stenerud field goals. Utilizing a running back-by-committee approach, Dawson's Chiefs outgained the Vikings on the ground (151-67). After building a 16-0 lead at the half, Dawson punctuated the victory with a 46-yard touchdown pass to Otis Taylor.

SUPER BOWL V: LB CHUCK HOWLEY, Dallas Cowboys - Howley made history twice in one day with his MVP-worthy performance in this championship. Not only did this gritty linebacker become the first defensive MVP in Super Bowl history, Howley is still the only player in NFL history to win the award for a losing team. Baltimore's Jim O'Brien nailed a 32-yard field goal with only five seconds left in the game to close out a 16-13 come-from-behind win for the Colts. Howley intercepted two passes and recovered a fumble in the losing effort.

SUPER BOWL VI: QB ROGER STAUBACH, Dallas Cowboys - Bouncing back from a devastating defeat a year earlier, Dallas brought home its first of five Super Bowl titles with a 24-3 win over the Dolphins. Outdueling his Miami counterpart Bob Griese, Staubach found wide receiver Lance Alworth and tight end Mike Ditka in the end zone for touchdown passes. In addition to his 119 yards through the air, Staubach directed the potent Cowboys' rushing game up and down the field in this victory.

SUPER BOWL VII: S JAKE SCOTT, Miami Dolphins - An important cog in Miami's "No Name Defense," Scott picked off two of Redskins quarterback Billy Kilmer's passes in this 14-7 Miami victory. Scott's second interception came in the Dolphins' end zone, quashing Washington's best offensive drive. Mike Bass scored the lone Redskins' touchdown, corralling Miami kicker Garo Yepremian's ill-fated forward pass that slipped out of his hand after a botched field goal attempt. The 1972 Dolphins remain the only unbeaten, untied team in NFL history.

SUPER BOWL VIII: RB LARRY CSONKA (right), Miami Dolphins - Racking up over 100 yards rushing for two Super Bowls in a row, Csonka's 33 carries wore down the Vikings. The bruising back finished with 145 yards and two touchdowns in Miami's second consecutive Super Bowl victory (24-7). Miami quarterback Bob Griese attempted only seven passes. Minnesota quarterback Fran Tarkenton scampered in for a score in the fourth quarter, but the Dolphins lead was insurmountable because of its steady rushing attack.



SUPER BOWL IX: RB FRANCO HARRIS, Pittsburgh Steelers - Harris and running back Rocky Bleier combined for more than 200 yards in Pittsburgh's first of four Super Bowl wins (16-6) in the 1970s. With the Steelers nursing a 2-0 lead in the second half, Harris helped his squad pull away with a nine-yard touchdown run. Remembered best for reeling in the "Immaculate Reception" earlier in his career, Harris' 158 rushing yards eclipsed the Super Bowl record established by Csonka only one year earlier. Pittsburgh outrushed the Vikings by more than 200 yards.



SUPER BOWL X: WR LYNN SWANN (left), Pittsburgh Steelers - Famous for his acrobatic catches, Swann did not disappoint in the Steelers' 21-17 win over the Cowboys. Racking up a Super Bowl record 161 yards receiving on only four catches, Swann's 64-yard touchdown reception from Terry Bradshaw made the difference in the close contest. Swann's score capped a 14-0 run for the Steelers in the fourth quarter.

SUPER BOWL XI: WR FRED BILETNIKOFF, Oakland Raiders - Biletnikoff's numbers weren't overwhelming (four catches, 79 yards), but three of those receptions set up short touchdowns for the Raiders in a 32-14 victory over Minnesota. After jumping out to a 16-0 first half lead, Oakland never looked back.

SUPER BOWL XII: DE RANDY WHITE and DT HARVEY MARTIN, Dallas Cowboys - For the first and only time in Super Bowl history, two players shared the MVP award. White and Martin were instrumental in Dallas limiting the Broncos to only 156 yards of total offense (2.7 yards per play) in a 27-10 win. Dallas' "Doomsday Defense" forced eight turnovers - four interceptions and four fumble recoveries. White's and Martin's relentless pass rushing also helped force Denver's quarterbacks to finish a combined eight for 24 passing.

SUPER BOWL XIII: QB TERRY BRADSHAW, Pittsburgh Steelers - Establishing a career high with 318 passing yards, Bradshaw won the first of his two consecutive Super Bowl MVP awards based on the strength of his four touchdown passes in this 35-31 victory. Wide receiver John Stallworth hauled in scoring catches covering 28 and 75 yards in the first half. Bradshaw, who carved out his place among the NFL's greatest with his sterling Super Bowl performances, got the best of Cowboys QB Roger Staubach, who put forth a tremendous performance in his own right with three passing scores.

SUPER BOWL XIV: QB TERRY BRADSHAW, Pittsburgh Steelers - Becoming the first back-to-back Super Bowl MVP award winner since Bart Starr, Bradshaw helped the Steelers recover from two deficits to win their fourth NFL championship in six years, 31-19 over the Rams. Long touchdown passes to Lynn Swann and John Stallworth helped Bradshaw amass 309 yards passing as he completed 14 of 21 attempts. Bradshaw owned nearly every significant Super Bowl passing record following the win, including career yardage (932), touchdowns (nine) and passer rating (112.8). Sparked by the leadership of Bradshaw and a suffocating "Steel Curtain" defense, Pittsburgh was the first team in NFL history to hoist four Vince Lombardi Trophies.

SUPER BOWL XV: QB JIM PLUNKETT, Oakland Raiders - The strong-armed Plunkett was the model of efficiency in the Raiders' 27-10 win over the Philadelphia Eagles. Plunkett, who did not take over as a starter until Week 6 of the season for coach Tom Flores finished 13 for 21 passing for 261 yards, three touchdowns and no interceptions.

SUPER BOWL XVI: QB JOE MONTANA, San Francisco 49ers - If the 1970s belonged to the Steelers, the 1980s was certainly the decade of the 49ers. This 26-21 win over the Bengals was the start of a San Francisco dynasty, with Montana (14 of 22, 142 yards) leading the way. In addition to an 11-yard scoring strike to Earl Cooper, Montana also ran for one score in the first quarter en route to a 20-0 halftime lead. Despite a serious comeback attempt by Ken Anderson and Cincinnati, Montana and the 49ers held on for the franchise's first Super Bowl title.

SUPER BOWL XVII: RB JOHN RIGGINS, Washington Redskins - In front of a 100,000-plus crowd at the Rose Bowl in the Redskins' 27-17 win, Riggins turned in one of the most memorable rushing performances in NFL championship history. Highlighted by a bruising 43-yard touchdown run on a fourth and one situation, Riggins carried the ball a Super Bowl record 38 times for 166 yards, which was also a record at the time. In the process of wearing down a tough Miami defense, Riggins put an exclamation point on one of the most prolific postseason performances ever; the bruising back rushed for over 100 yards in each of Washington's four playoff victories.



SUPER BOWL XVIII: RB MARCUS ALLEN (right), Oakland Raiders - Shattering John Riggins' record for rushing yards established the previous year, Allen spun and juked his way to 191 yards rushing in Oakland's 38-9 victory over the Redskins. The agile Allen, who averaged nearly 10.0 yards per rush in this game, scored both of his touchdowns in the third quarter, sealing the victory. He also had two receptions for 18 yards, giving him more than 200 yards from scrimmage.

SUPER BOWL XIX: QB JOE MONTANA, San Francisco 49ers - Montana became the third player to win multiple Super Bowl MVPs with his performance in a dominant 38-16 win over the Dan Marino-led Dolphins. Not only did Montana pass for 331 yards and three touchdowns, but he also scrambled for 59 yards on five carries, including a six-yard score midway through the third quarter. Running back Roger Craig was Montana's favorite target, hauling in seven receptions for 77 yards and two touchdowns. In all, Montana accounted for 390 of the 49ers' Super Bowl-record 537 offensive yards.

SUPER BOWL XX: DE RICHARD DENT, Chicago Bears - A team as famous for its "Super Bowl Shuffle" music video as it was for its 15-1 regular-season record, the '85 Chicago Bears rattled off 44 unanswered points in their championship win over the Patriots (46-10). Dent accounted for 1.5 of the Bears' record-breaking seven sacks and caused two fumbles on the day. With Dent leading the charge, Chicago limited New England to seven yards rushing. Playing alongside defensive greats such as linebacker Mike Singletary and defensive lineman William Perry, Dent and the Bears made the "46 Defense" famous.

SUPER BOWL XXI: QB PHIL SIMMS, New York Giants - Simms' near-perfect 22-for-25 passing performance helped New York pull away from the Denver Broncos for a 39-20 victory. With the Giants trailing 10-9 at the half, Simms was a perfect 10-for-10 in the second half, orchestrating five scoring drives in the process. Tight end Mark Bavaro and wide receiver Phil McConkey were both on the receiving ends of touchdown tosses from the accurate Simms. No other Super Bowl quarterback comes close to matching Simms' 88.0 completion percentage.



SUPER BOWL XXII: QB DOUG WILLIAMS (left), Washington Redskins - Throwing four touchdown passes in an electric second quarter, Williams led Washington to its second Super Bowl victory. Williams accrued 340 yards via the pass – a Super Bowl record at the time. Trailing 10-0 after one quarter of play, the Redskins erupted for 42 straight points en route to a 42-10 victory. Williams sparked the offensive rally with an 80-yard passing score to wide receiver Ricky Sanders less than a minute into the second quarter. Williams' performance was so impressive that it surpassed the dynamic rushing effort by Washington running back Timmy Smith, who ran for 204 yards and two touchdowns.

SUPER BOWL XXIII: WR JERRY RICE, San Francisco 49ers - San Francisco became the first NFC team to win three Super Bowls in this epic come-from-behind win (20-16) over the Bengals. Rice was unstoppable, reeling in 11 catches for a Super Bowl-best 215 yards. Though Joe Montana racked up more than 300 yards passing and directed the most memorable touchdown drive in Super Bowl history (92 yards in 11 plays), Rice's dominant performance was the difference in this game. In addition to being the

owner of every significant receiving record in NFL regular-season history, Rice still holds five Super Bowl records, including most career receiving yards and touchdowns.

SUPER BOWL XXIV: QB JOE MONTANA (right), San Francisco 49ers - Montana augmented an already impressive Super Bowl résumé by winning his third MVP award. In the most lopsided Super Bowl win ever, San Francisco beat the Broncos, 55-10. Montana's five touchdown passes set a single-game Super Bowl standard at the time and put him ahead of Terry Bradshaw for the most career touchdown passes of any Super Bowl performer. Montana (22 of 29, 297 yards) still sits atop the Super Bowl record book in the passing categories of career rating (127.8) and touchdown passes (11).



SUPER BOWL XXV: RB OTTIS ANDERSON, New York Giants - Head coach Bill Parcells secured his second Super Bowl championship in this 20-19 victory, which will be forever remembered because of Buffalo kicker Scott Norwood's potential game-winning field goal that sailed wide right. Just as they had done all season, the Giants employed a ball-control strategy that was spearheaded by Anderson's gutsy performance. Running primarily between the tackles, Anderson carried the ball 21 times for 102 yards. The Giants held on to the ball for a record 40:33 of the game, keeping the potent Buffalo offense from finding its rhythm. Anderson scored his lone touchdown of the day to cap a 14-play drive that spanned nearly 10 minutes of the third quarter.



SUPER BOWL XXVI: QB MARK RYPIEN, Washington Redskins - Rypien and his Redskins handed the Bills their second Super Bowl loss (37-24), leading by as much as 37-10. Passing for 292 yards and two touchdowns, Rypien tallied more yards in his 33 attempts than did the Bills' Jim Kelly, who threw 58 times in the game. Rypien's 35-yard touchdown pass to Gary Clark in the second half provided some much-needed breathing room for Washington.

SUPER BOWL XXVII: QB TROY AIKMAN (left), Dallas Cowboys - This 52-17 win over Buffalo marked the resurgence of Dallas' Super Bowl dominance, and turned out to be the first of three Cowboys Super Bowl wins to come in the next four years. Aikman hooked up with wide receiver Michael Irvin twice for scores, with wide receiver Alvin Harper and tight end Jay Novacek also finding paydirt via the pass. Aikman's performance was spectacular. He completed 22 of 30 passes for 273 yards to go along with his four touchdowns.

SUPER BOWL XXVIII: RB EMMITT SMITH, Dallas Cowboys - With Dallas trailing at halftime, it was Smith's two second-half scoring runs that propelled the Cowboys to victory (30-13) for the second consecutive year over the rival Bills. Smith's first score gave Dallas the lead for good, as he carried the ball seven times on an eight-play scoring drive punctuated by a 15-yard touchdown scamper. Rushing 30 times for 132 yards, Smith's workmanlike effort helped stifle the Bills.

SUPER BOWL XXIX: QB STEVE YOUNG, San Francisco 49ers - Stepping out of the shadow of the man he replaced (Joe Montana), Young torched San Diego's defense for 325 yards passing to go along with his Super Bowl-record six touchdown tosses. Jerry Rice caught three of the six scoring strikes from the left-handed Young, who also led the 49ers in rushing with 49

yards. Young and the 49ers jumped out to an early 14-0 lead following passing touchdowns to Rice and running back Ricky Watters. Fittingly, Young surpassed Montana's single-game Super Bowl record for touchdown passes in the 49-26 victory.

SUPER BOWL XXX: CB LARRY BROWN, Dallas Cowboys - Brown intercepted two passes thrown by Steelers quarterback Neil O'Donnell in the Cowboys' fifth Super Bowl win. Both interceptions stymied viable Pittsburgh drives, setting up short rushing touchdowns by Emmitt Smith. Brown's opportunistic interceptions helped Dallas overcome a deficit of 13-7 as well as preserve a 20-17 advantage in this eventual 27-17 Cowboys victory.



SUPER BOWL XXXI: KR-PR DESMOND HOWARD (right), Green Bay Packers - Howard picked the grandest of stages to carve out his niche in NFL history, totaling more than 250 combined yards on his kickoff and punt returns in a 35-21 win over New England. The key play to his selection as MVP was a 99-yard kickoff return touchdown that dashed hopes of a comeback by the Patriots. Signed as a free agent in the offseason, the former Heisman Trophy winner from Michigan helped the Packers to their first Super Bowl title since the Lombardi era.

SUPER BOWL XXXII: RB TERRELL DAVIS, Denver Broncos - After leading the AFC in rushing in only his second year, Davis' 30 carries and 157 yards proved to be the difference in this 31-24 victory over quarterback Brett Favre and the Packers. The fleet-footed Davis utilized his unique combination of speed and power to become the first player in Super Bowl history to rush for three touchdowns in one game.

SUPER BOWL XXXIII: QB JOHN ELWAY, Denver Broncos - After waiting so long for his first Super Bowl ring, Elway wasted no time in adding a second one to his collection. Elway amassed 336 yards in Denver's 34-19 win over a Falcons squad led by powerful halfback Jamal Anderson. A member of the famed Class of '83 quarterbacks, Elway walked away from football after winning his second Super Bowl, ending on the highest of notes.



SUPER BOWL XXXIV: QB KURT WARNER (left), St. Louis Rams - Becoming a starter via a journey through the Arena Football League to NFL Europe to the Rams, Warner's Cinderella climb from backup to superstar captured the imagination of America. Leading the Rams to their first-ever championship, Warner's 414 passing yards are still a single-game Super Bowl best. He spread the ball around to everyone on the Rams' offense, as nine different players registered at least one catch. The speedy receiving tandem of Isaac Bruce and Torry Holt each topped 100 yards receiving and caught one touchdown apiece. In one of the most exciting finishes in Super Bowl history, the Rams held on to their 23-16 lead by just one yard, as Titans wide receiver Kevin Dyson was dragged down short of the goal line by Mike Jones in the waning moments of the fourth quarter.

SUPER BOWL XXXV: LB RAY LEWIS, Baltimore Ravens - Becoming only the seventh defensive player to win a Super Bowl MVP award, Lewis inspired Baltimore to a 34-7 win over the Giants. Though his five tackles and four passes defended did not jump off the stats page as remarkable, it was Lewis' tenacity and leadership that propelled the Ravens to the win.

SUPER BOWL XXXVI: QB TOM BRADY (right), New England Patriots - After stepping in for an injured Drew Bledsoe during the regular season, Brady eventually led the Patriots to the first Super Bowl victory in franchise history over a Rams team featuring a vaunted offense. After St. Louis overcame a 14-point deficit to tie the game with just 1:30 left in the fourth quarter, Brady put together a drive of five completions in six attempts that set up Adam Vinatieri's game-winning kick (20-17) to save the game from going into overtime. Brady completed 16 of 27 passes for 145 yards and one touchdown.



SUPER BOWL XXXVII: S DEXTER JACKSON, Tampa Bay Buccaneers - A bevy of Bucs defenders were worthy of MVP consideration, but Jackson's two first-half interceptions, one of which led to a go-ahead field goal, were the deciding factor in his selection. Cornerback Dwight Smith returned two INTs for scores in the fourth quarter, but Jackson's big plays keyed the outcome of the game.

SUPER BOWL XXXVIII: QB TOM BRADY, New England Patriots - Brady's Patriots treated the fans to another exciting finish that ended with a game-winning Adam Vinatieri field goal with four seconds remaining to edge Carolina, 32-29. The Michigan product completed 32 of 48 passes for 354 yards and three touchdowns to become the first quarterback in Super Bowl history to start and win two title games before his 27th birthday.

SUPER BOWL XXXIX: WR DEION BRANCH, New England Patriots - The University of Louisville graduate caught 11 passes for 133 yards and the Patriots' defense forced four turnovers en route to becoming the eighth team to post consecutive Super Bowl titles. The Patriots also matched the Dallas Cowboys (XXVII, XXVIII, and XXX) as the only teams with three Super Bowl victories in a span of four seasons. Branch's 11 catches tied the Super Bowl single-game record for receptions (Dan Ross, Cincinnati, XVI; Jerry Rice, San Francisco, XXIII).



SUPER BOWL XL: WR HINES WARD (left), Pittsburgh Steelers - In a game in which the Steelers were outgained in total offense (396-339) by the Seattle Seahawks, Ward came up with two big plays to help Pittsburgh win its first championship since Super Bowl XIV. Ward made a leaping 37-yard reception late in the second quarter to set up the Steelers' first touchdown (a three-yard run by quarterback Ben Roethlisberger). Ward also came up with the play that decided the game when wide receiver Antwaan Randle El took a handoff on a reverse and threw a perfect 43-yard touchdown pass to Ward. Overall, Ward had five receptions for 123 yards and one touchdown.

SUPER BOWL XLI: QB PEYTON MANNING, Indianapolis Colts - Manning passed for 247 yards and one touchdown as the Indianapolis Colts defeated the Chicago Bears in Super Bowl XLI. The victory was the Colts' first Super Bowl championship in 36 years. Manning completed 25 of 38 passes, including a 53-yard scoring pass to wide receiver Reggie Wayne in the first quarter. Led by Manning

and the Colts' ball-control offense, Indianapolis outgained Chicago 430-265 in total yards and maintained a 38:04-21:56 edge in time of possession.

SUPER BOWL XLII: QB ELI MANNING (right), New York Giants - Manning followed his brother Peyton of the Indianapolis Colts to become a Super Bowl MVP. Manning's 13-yard touchdown pass to wide receiver Plaxico Burress with 35 seconds remaining gave the Giants a 17-14 come-from-behind victory over the previously unbeaten New England Patriots. During the game-winning drive, Manning made the play of the game by escaping the simultaneous grasps of two Patriots' defensive linemen, spinning away and launching a deep pass downfield that wide receiver David Tyree caught in midair and cradled against his helmet as he fell to the ground for a 32-yard gain. Manning completed 19 of 34 passes for 255 yards and two touchdowns (Tyree also caught a five-yard touchdown pass early in the fourth quarter to give the Giants a 10-7 lead).



SUPER BOWL XLIII: WR SANTONIO HOLMES, Pittsburgh Steelers - Holmes caught a six-yard touchdown pass in the back-right corner of the end zone with 35 seconds left as the Steelers rallied to beat the Arizona Cardinals 27-23 in Super Bowl XLIII. Holmes' incredible game-winning catch (he stretched high and kept both toes on the ground, despite tight coverage by the Cardinals) helped Pittsburgh avert what would have been the largest comeback in Super Bowl history, as the Cardinals had scored 16 unanswered points in the fourth quarter. Holmes, who had nine receptions for 131 yards and a touchdown in the game, caught three passes from quarterback Ben Roethlisberger on the Steelers' game-winning drive.

SUPER BOWL XLIV: QB DREW BREES, New Orleans Saints - Brees outdueled four-time NFL MVP Peyton Manning of the Indianapolis Colts as he led New Orleans to a 31-17 victory and the franchise's first Super Bowl title. Spreading the ball around to eight different receivers, Brees tied a Super Bowl record with 32 completions, the last a two-yard slant to tight end Jeremy Shockey for the winning points with 5:42 remaining in the fourth quarter. He also threw a 16-yard touchdown pass to running back Pierre Thomas early in the third quarter to give the Saints their first lead of the game (13-10). Brees, who also connected with wide receiver Lance Moore for a critical two-point conversion following his touchdown pass to Shockey, completed 32 of 39 passes for 288 yards and two touchdowns.



WHAT TO LOOK FOR IN 2010

The **CHICAGO BEARS** need seven regular-season victories to become the first team in NFL history with 700 regular-season victories. Chicago's all-time regular-season record is 693-507-42.

The **DETROIT LIONS** need three victories to reach 500 total victories. Detroit's all-time record is 497-593-32.

The **ARIZONA CARDINALS** need 11 victories to reach 500 total victories. Arizona's all-time record is 489-687-39.

The **CLEVELAND BROWNS** need six victories to reach 450 total victories. Cleveland's all-time record is 444-403-10.

The **KANSAS CITY CHIEFS** need seven victories to reach 400 total victories. Kansas City's all-time record is 393-372-12.

The **HOUSTON TEXANS** need one victory to reach 50 total victories. Houston's all-time record is 49-79-0.

The **INDIANAPOLIS COLTS** have advanced to the playoffs in each of the past eight seasons and can tie the NFL record for most consecutive playoff appearances if they qualify for the 2010 postseason. Indianapolis would join Dallas (1975-1983) as the only teams with nine consecutive playoff appearances.

Indianapolis needs 12 regular-season wins to become the first team in NFL history with eight consecutive 12-win seasons. Indianapolis is the only team to accomplish the feat in seven consecutive seasons.



The Chicago Bears can become the first NFL team with 700 regular-season wins.



WHO DAT? SAINTS AIM TO REPEAT!

"AIN'T DAT SOMETHING" screamed the headline on the *Miami Herald's* front page the morning after the New Orleans Saints defeated the Indianapolis Colts 31-17 in Super Bowl XLIV.

The Saints displayed the resiliency of the city and region they represent as the team capped a 13-3 season with the franchise's first-ever Super Bowl title. New Orleans overcame a 10-point deficit against the Colts – tying a Super Bowl record for largest comeback – and became the first team in a season to win three playoff games in which they trailed by at least seven points.



"We're here because of the strength of the people of New Orleans and everything they've fought through here the last few years," says Saints quarterback and Super Bowl MVP **DREW BREES**, who tied a Super Bowl record with 32 completions. "These people have given us so much support, and we owe it all to our fans."

"Four years ago, whoever thought this would be happening? Eighty-five percent of the city was under water. People were evacuating to places all over the country. Most people left not knowing if New Orleans would ever come back. We just all looked at one another and said, 'We are going to build together. We are going to lean on each other.' That's what we've done the last four years and this Super Bowl is the culmination of all that belief."

How did the Saints get to the Super Bowl?

New Orleans set a franchise record with 13 regular-season victories, including a club-best 13-0 start. The team's 13-game winning streak was the longest in Saints history. Including the postseason, New Orleans racked up a team-record 16 total wins.

The season also marked a remarkable "worst to first" turnaround for the team as the Saints finished in last place in the NFC South in 2008 before winning the division in 2009.

During the regular season, the Saints scored 510 points, the ninth-most in a single season in NFL history. New Orleans joined the 1999 St. Louis Rams as the only clubs on the list to go on to win the Super Bowl.

YEAR	TEAM	POINTS	FINAL RECORD	ADVANCED TO
2007	New England Patriots	589	16-0	Super Bowl XLII
1998	Minnesota Vikings	556	15-1	NFC Championship
1983	Washington Redskins	541	14-2	Super Bowl XVIII
2000	St. Louis Rams	540	10-6	Wild Card
1999	St. Louis Rams	526	13-3	Won Super Bowl XXXIV
2004	Indianapolis Colts	522	12-4	Divisional
1961	Houston Oilers	513	10-3-1	Won AFL Championship
1984	Miami Dolphins	513	14-2	Super Bowl XIX
2009	New Orleans Saints	510	13-3	Won Super Bowl XLIV

"We just believed in ourselves," recalls Brees. "We knew we had the entire city and maybe the entire country behind us. It was all meant to be. It was all destiny."

Looking ahead to the 2010 season, the Saints know that it will be a tough challenge to repeat.

"Each year you always look to improve," says head coach **SEAN PAYTON**. "There are benchmarks you look to accomplish and certainly all of us want to win another Super Bowl title. Those are goals that you set. You set those for your team. You also recognize how difficult the challenge is, especially having gone through that experience in the playoffs and Super Bowl. The goal is always to win."



COLTS LOOK TO KEEP PLAYOFF STREAK ALIVE

The **INDIANAPOLIS COLTS** have been one of the NFL's most successful teams over the past 10 years, winning 115 regular-season games since the start of the 2000 season, the most by a team in a single decade.

The Colts have advanced to the postseason in each of the past eight seasons, including two Super Bowl appearances (XLI and XLIV) and can tie the Dallas Cowboys (1975-1983) for the most consecutive playoff appearances in NFL history. The team has also notched at least 12 wins in seven consecutive seasons, an NFL record.

"Easy and the NFL, those are not synonymous terms," says Colts head coach **JIM CALDWELL** on the continued success of the organization. "You can see many times where teams have been very good one year and not do as well the next year, maybe not even make it to the playoffs. I don't take it lightly that we were able to put it together and do it extremely well. I am humbled by it to be honest with you."

CONSECUTIVE SEASONS WITH 12+ WINS

TEAM	YEARS	STREAK
Indianapolis Colts	2003-2009	7*
Dallas Cowboys	1992-1995	4
Oakland Raiders	1967-1969	3
Miami Dolphins	1983-1985	3
Denver Broncos	1996-1998	3
San Francisco 49ers	1996-1998	3
Philadelphia Eagles	2002-2004	3

*Active

CONSECUTIVE POSTSEASON APPEARANCES

TEAM	YEARS	STREAK
Dallas Cowboys	1975-1983	9
Dallas Cowboys	1966-1973	8
Pittsburgh Steelers	1972-1979	8
Los Angeles Rams	1973-1980	8
San Francisco 49ers	1983-1990	8
Indianapolis Colts	2002-present	8*

*Active

Colts All-Star **DALLAS CLARK**, who last year became the second tight end in NFL history to record at least 100 receptions in a season, says the key to continued success is to start the year with a clean slate, avoid complacency and keep improving.

“Always try to push yourself,” says Clark. “I think that’s so important for an athlete to do; to always improve and be your biggest critic. If you have that kind of mindset, it’s easy to come back after a good year, just like it’s easy to come back after a bad year. In both instances, you just want to come back and keep playing and keep trying to do better than the year before.”

In 2009, Indianapolis set an NFL record with 23 consecutive regular-season victories. Motivated by the desire to attain future success, the Colts know that last year means nothing and the preparation is already in the works for 2010.

“Sustaining our consistency on the field is going to take a lot of hard work and dedication,” says Colts quarterback **PEYTON MANNING**. “It’s a new year with new challenges.”

GOOD THINGS COME IN PAIRS



Like few positions in football, a great running back can gain valuable yards, score timely touchdowns, and help carry his team to victory. So what is better than having one great running back? Having two!

“Having depth at the running back position is always key because it is such a long season,” says new Chicago Bears running back **CHESTER TAYLOR**. “To make it through the playoffs, or to the Super Bowl, you’ve got to have depth in your running backs group.”



The 2009 season was a record-setting one for great running back tandems. In Carolina, Panthers running backs **JONATHAN STEWART** (1,133; right) and **DE ANGELO WILLIAMS** (1,117; left) became the first duo in NFL history to each rush for 1,100 yards in a season. In addition, they were only the fifth duo in NFL history to rush for over 1,000 yards each. The twosome, which has earned the nickname “Double Trouble,” also helped the Panthers finish first in the NFC in rushing with 156.1 yards per game.

“There are a lot of football teams in the National Football League that would love to have the luxury that we have,” says Williams. “When one comes out, the other comes in and doesn’t miss a beat. Having two guys puts pressure on defenses and keeps them from knowing what to expect. The ability to keep defenses on their heels is something everyone wants. With me and Jonathan back there and sharing it the way we do, that’s a real treat and neither one of us is going to get worn out.”

TEAMS WITH TWO 1,000-YARD RUNNING BACKS IN SAME SEASON	
1972 Miami Dolphins	Larry Csonka (1,117), Mercury Morris (1,000)
1976 Pittsburgh Steelers	Franco Harris (1,128), Rocky Bleier (1,036)
1985 Cleveland Browns	Kevin Mack (1,104), Earnest Byner (1,002)
2008 New York Giants	Brandon Jacobs (1,089), Derrick Ward (1,025)
2009 Carolina Panthers	Jonathan Stewart (1,133), DeAngelo Williams (1,117)

A great running game can go a long way, and in today’s NFL, more teams than ever are relying on two running backs instead of just one. With a two-back system, teams are able to keep their players fresh while putting them in situations which match their strengths and skill sets.

“Let’s face it, if you are getting 50 or 60 snaps as a running back in a game, you’re going to wear down,” says Arizona Cardinals head coach **KEN WHISENHUNT** about the two-back system. “But that isn’t the only reason for working the depth chart. It’s about playing to each back’s strengths. Sometimes, it’s as simple as riding a ‘hot hand’ as cliché as that might be.”

With great running back pairs gaining yards at impressive rates in 2009, when it comes to running backs in the NFL, sometimes two is better than one!

QUARTERBACK SUCCESS



2009 was most certainly the “Year of the Quarterback.”

Net passing yards were the highest they have ever been (111,853) league-wide. Games averaged 436.9 passing yards, the second-most in NFL history (441.6 in 1995). And for just the third time in NFL history, more than 700 touchdown passes were thrown (710; 732 in 2004, 720 in 2007).

As professional football has evolved, the sophistication and importance of the passing game has risen. Defenders have grown stronger and faster while defensive coordinators have gotten more creative. Moving the ball downfield three yards at a time via the run has become increasingly difficult.

“To score points consistently, you have to find a way to create big plays,” says San Diego Chargers head coach **NORV TURNER**. “When you really break it down, with all the things defenses do now like zone blitzes, multiple looks, multiple personnel, it’s harder to put together

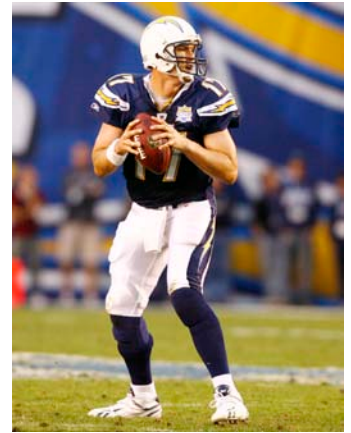
those 10, 12, 14-play drives.”

This trend has helped allow the growing number of star NFL quarterbacks – ranging from established veterans like **PEYTON MANNING** and **TOM BRADY** to rising stars like **AARON RODGERS** (above) and **PHILIP RIVERS** (right) – to fully showcase their passing talents.

Ten QBs each passed for at least 4,000 yards in 2009, the most 4,000-yard passers in a single season in NFL history (seven in 2007).

Twelve quarterbacks passed for 25 or more touchdowns last season, the most in a single season in NFL history. The previous record was 10, which also occurred in 2007.

Five quarterbacks finished the year with a passer rating of 100.0 or better, also the most in a season in NFL annals (four in 1998 and 2004).



The quarterbacks with 4,000+ passing yards, 25+ passing touchdowns or a 100.0+ passer rating in 2009:

4,000+ PASS YARDS	
PLAYER	YARDS
Matt Schaub	4,770
Peyton Manning	4,500
Tony Romo	4,483
Aaron Rodgers	4,434
Tom Brady	4,398
Drew Brees	4,388
Ben Roethlisberger	4,328
Philip Rivers	4,254
Brett Favre	4,202
Eli Manning	4,021

25+ TD PASSES	
PLAYER	TDs
Drew Brees	34
Peyton Manning	33
Brett Favre	33
Aaron Rodgers	30
Matt Schaub	29
Tom Brady	28
Philip Rivers	28
Jay Cutler	27
Eli Manning	27
Ben Roethlisberger	26
Tony Romo	26
Kurt Warner	26

100.0+ PASSER RATING	
PLAYER	RATING
Drew Brees	109.6
Brett Favre	107.2
Philip Rivers	104.4
Aaron Rodgers	103.2
Ben Roethlisberger	100.5

Here is a sampling of quotes from around the league about the growing number of standout NFL quarterbacks:

- “It’s a quarterback’s league now. It’s how the game has evolved. You’ve got coaches willing to throw the ball more than ever, and you’ve got receivers who are the best athletes on the field. Why wouldn’t a coach want to use weapons like that?” – CBS analyst and Pro Football Hall of Fame quarterback **DAN FOUTS**
- “There’s no question there are more good quarterbacks in the league right now. When there are more elite players at that position, it opens up the offense.” – Chicago Bears offensive coordinator **MIKE MARTZ**
- “Of all the times that I can remember over the last 30 years, this might be the most skilled group of quarterbacks that I’ve seen at one time. It doesn’t all come down to the quarterback, but this is a quarterback-driven league.” – NFL Network analyst **MATT MILLEN**
- “There are a lot of quarterbacks playing at a high level, more than I’ve seen in a long time.” – Super Bowl winning quarterback **JOE THEISMANN**

FOURTH-AND-ONE



A fourth-and-one situation is one of the most exciting moments in football. It is an opportunity for each team to assert that it is the more dominant force on the field, and also an intriguing matching of wits between the opposing coaches.

It is often a difficult decision for a coach as to whether or not he should go for it on fourth down. He needs to balance the risk versus the reward, knowing that momentum can shift from one side to the other on the outcome of this single play. So when a coach decides to roll the dice, all eyes are glued to the field.

“What happens on that play is going to change the momentum of the game,” says Pittsburgh Steelers head coach **MIKE TOMLIN** (above), whose offense converted 7-of-8 fourth-and-one attempts (87.5 percent) in 2009. “It’s a calculated risk to go for it on fourth-and-one.”

One of the most successful teams when it comes to converting on fourth-and-one is the New England Patriots, who tied the Detroit Lions for the most fourth-and-one attempts (12) in 2009. Over the past three seasons, the Patriots have been successful on 29 of 34 chances (85.3 percent) when attempting to gain that crucial yard (11-for-11 in 2007, 9-for-11 in 2008, 9-for-12 in 2009).

NFL offenses converted 135-of-209 fourth-and-one attempts (64.6 percent) in 2009 and have moved the chains 431 times in 641 attempts (66.8 percent) when needing that lone yard on fourth down over the past three seasons.

Following are the teams from last year with the most attempts and the best efficiency on fourth-and-one:

MOST ATTEMPTS, FOURTH-AND-ONE			
TEAM	ATT.	CONV.	PCT.
New England	12	9	75.0
Detroit	12	4	33.3
San Francisco	11	8	72.7
New York Jets	10	9	90.0
Jacksonville	10	7	70.0

MOST EFFICIENT, FOURTH-AND-ONE (min. 5 attempts)			
TEAM	ATT.	CONV.	PCT.
Miami	8	8	100.0
Atlanta	7	7	100.0
New York Jets	10	9	90.0
Pittsburgh	8	7	87.5
Arizona	6	5	83.3
Baltimore	6	5	83.3

TOP SUPERLATIVE? RUN THE BALL!

Many NFL coaches agree with the philosophy that the team that maximizes time of possession and controls the pace of the game often finds itself in the best position to win. One of the most efficient ways to do this is to have a reliable running attack featuring a durable back.

In 2009, NFL teams with a 100-yard rusher in a game posted an 81-35 record (.698), a winning percentage that rated higher than clubs boasting either a 100-yard receiver (.632; 103-60) or a 300-yard passer (.644; 67-37).

“I know whenever my number is called I’m trying to do the best I can out there,” says San Francisco 49ers running back **FRANK GORE** (right), whose team was 4-1 last season when he surpassed the 100-yard mark. “As long as we win, I’m good. It’s tough to win games in this league.”

Over the past five years, teams have compiled a 495-172 record (.742) when a player has eclipsed the 100-yard rushing mark. By comparison, clubs with a 300-yard passer have a .576 winning percentage, while offenses with a 100-yard receiver have won 56.9 percent of games since 2005.



The winning percentage of teams with a 100-yard rusher, 100-yard receiver, or 300-yard passer over the past five seasons:

	100-YARD RUSHERS			100-YARD RECEIVERS			300-YARD PASSERS	
	W-L-T	WIN PCT.		W-L-T	WIN PCT.		W-L-T	WIN PCT.
2005	112-23-0	.830		79-74-0	.516		31-33-0	.484
2006	107-47-0	.695		81-68-0	.544		36-29-0	.554
2007	102-37-0	.734		87-66-0	.569		43-38-0	.531
2008	93-30-0	.756		88-63-1	.582		47-28-1	.625
2009	81-35-0	.698		103-60-0	.632		67-37-0	.644
Total	495-172-0	.742		438-331-1	.569		224-165-1	.576

SAFETY FIRST

The safety position continues to evolve in the NFL. With the emergence of a pass-first philosophy among NFL offenses, the demands of an NFL safety have changed.



"When I played, the teams were about 65 percent run and 35 percent pass," says Pittsburgh Steelers defensive coordinator and 2010 Hall of Fame inductee **DICK LE BEAU**. "Now it's more like 35 percent run and 65 percent pass. There used to be quite a few safeties that primarily played up near the line of scrimmage all the time, more of a role of a third, fourth or fifth linebacker. That position is pretty much out of the NFL now. Safeties have to be able to defend deep and have good range and come up and play the run."

Pro Football Hall of Famer **RONNIE LOTT** (left) says a safety has to be a versatile defender to rank among the elite in today's NFL. Over his 14-year NFL career, Lott was known for his physical style of play and his cornerback-like cover skills.

"A great safety has to do a lot of things," says Lott. "He has to be able to play centerfield and get all of his teammates aligned correctly. He has to be physical and play the run like a linebacker and be agile and fast enough to cover tight ends, running backs and slot receivers. An elite safety gives his defensive coordinator great flexibility to create favorable matchups and confuse

the quarterbacks, confuse the blockers and counterattack."

Along with versatility, San Francisco 49ers head coach **MIKE SINGLETARY** says a safety has to have leadership qualities as well. He has to dissect offenses and put his teammates in the right place by making formation audibles and checks on defense.

"Having a safety back there who's kind of the quarterback on defense, who can alert the cornerback or the linebacker to what's coming, it makes a tremendous difference," says Singletary, who played a role in the 49ers selecting rookie safety **TAYLOR MAYS** (right) in the second round (49th overall) of the 2010 NFL Draft. "That's why everyone wants to have a safety who really understands the game."



The Kansas City Chiefs realize the value of a complete safety in the NFL. The Chiefs selected **ERIC BERRY** (left) with the fifth overall pick in the 2010 NFL Draft. Berry was only the fifth safety selected in the top five picks of the NFL Draft in the past 30 years.

"This was the fit for us," says Chiefs head coach **TODD HALEY**. "I think the game's a little different. You look at some of the numbers around the league, specifically the last two years, and you better have some guys to defend the pass. Though we have needs in a lot of different areas, that's an area you better be prepared for. This is a guy that we thought fit what we were looking for and at the same time could hopefully compete and make us better."

With the increase of passing production and spread offenses, safeties are now widely perceived among NFL talent evaluators as a need position on the field similar to quarterbacks, left tackles and cornerbacks.

"I don't think there's any question we've seen the evolution of the safety position to where it's now one of the most important positions on the field," says former Eagles quarterback and ESPN *Monday Night Football* analyst **RON JAWORSKI**.

SAFETIES SELECTED IN TOP FIVE (SINCE 1980)

YEAR	PLAYER	TEAM	SCHOOL	OVERALL SELECTION
1981	Kenny Easley	Seattle	UCLA	4
1988	Bennie Blades	Detroit	Miami	3
1991	Eric Turner	Cleveland	UCLA	2
2004	Sean Taylor	Washington	Miami	5
2010	Eric Berry	Kansas City	Tennessee	5

TURNOVERS ARE KEY TO VICTORY

There are many keys that can lead to victory in the NFL, with teams utilizing their own particular style to get the job done. However, there is one component to winning that every team can agree on: winning the turnover battle.

"If you don't take care of the football, you can't win in this league," says Baltimore Ravens head coach **JOHN HARBAUGH**. "That's the most important stat in football."

Last season, the four teams with the best turnover differential – Green Bay, Philadelphia, New Orleans and Baltimore – all made the playoffs and combined for a 44-20 record (.688).

TEAM	TOTAL TAKEAWAYS	TOTAL GIVEAWAYS	NET DIFFERENTIAL	RECORD
Green Bay	40	16	+24	11-5
Philadelphia	38	23	+15	11-5
New Orleans	39	28	+11	13-3
Baltimore	32	22	+10	9-7

For the Packers, who led the league with 40 takeaways against just 16 giveaways, winning the turnover battle does not happen accidentally. Rather, it is a mindset the team focuses on every day at practice.



"Taking care of the football is something I think every football team practices and preaches," says Green Bay head coach **MIKE MC CARTHY** (left). "We feel that we can't practice it enough, and that leads to good results on Sunday."

The Super Bowl XLIV champion Saints would certainly agree. The club, which was second in the league in takeaways with 39, stressed winning the turnover battle all year.

"The team understands how serious I am about every single time in practice, the ball has to be ours," says New Orleans defensive coordinator **GREGG WILLIAMS**. "If you take that approach, you go out and try and take the ball all the time. It's not something you just do half the time."

This focus was evident throughout the entire year as the Saints' opportunistic defense wreaked havoc on opposing offenses, causing turnovers and getting the ball back to its high-powered offense. This was true in Super Bowl XLIV, where winning the turnover battle helped seal the championship for New Orleans.

"Take care of the football and win the turnover battle, and you can win the game," says Saints head coach **SEAN PAYTON**.

Here's how some other NFL personalities view the turnover battle:

NAME, TEAM	ON THE IMPORTANCE OF WINNING THE TURNOVER BATTLE
TOM COUGHLIN , Giants head coach	"It's a very, very important part of the game. To me it is the No. 2 stat other than points for and points against. And it has always been that way for me. We pound away at that every week."
MIKE SINGLETARY , 49ers head coach & Pro Football Hall of Fame linebacker	"When you turn the ball over, it just takes the breath out of you. The more turnovers you have, the more it lessens your opportunity to be successful."
HINES WARD , Steelers wide receiver	"When you turn the ball over, you lose ballgames. In the games you lose, there is a good chance you lost the turnover/takeaway ratio. It's hard to win ballgames when you do that."

TIGHT ENDS MAKING BIGGER IMPACT

In today's NFL, more teams are factoring the tight end into the offense.

In 2009, NFL tight ends broke the single-season records for the most receptions (2,249), receiving yards (24,659) and touchdown catches (189) for the position. A record 14 tight ends caught at least 50 passes last year, eclipsing the previous high of 12 in 2005.

"It's a position of importance now as scouting departments put teams together," says Houston Texans head coach **GARY KUBIAK**. "They are weapons now. Tight ends used to block and catch 35 balls a year; now these guys are catching 80 balls and gaining 1,000 receiving yards. It's a premium position in football."

General managers and scouts have picked up on the trend. A record 21 tight ends were selected in the 2010 NFL Draft, including nine in the first four rounds. Four teams drafted two tight ends apiece.

Few are in a position to understand the value of the tight end better than Baltimore Ravens general manager and executive vice president **OZZIE NEWSOME** (right), who is one of seven tight ends to be enshrined in the Pro Football Hall of Fame.



Newsome's Ravens selected a pair of tight ends in back-to-back rounds of the 2010 NFL Draft: Oregon's **ED DICKSON** (Round 3, No. 70 overall) and Brigham Young's **DENNIS PITTA** (Round 4, No. 114 overall).

"There are a number of reasons that tight ends are catching so many balls right now," says Newsome, who played 13 NFL seasons (1978-1990). "We are getting a lot of good, young tight ends who are ready to play because of the pro-style offenses colleges are running these days. These players have the right size. They are 6-4 and weigh 260-270 pounds, and they can run. They can line up tight and block and you can split them out as a big receiver. And they do all of it well."

The versatility of today's tight ends causes matchup problems for the defense, which is crucial in the NFL's never-ending chess game between offensive and defensive coordinators.

"A record number of tight ends were picked partly because that is where the league has gone – the athletic, all-around kind of player who gives you value on special teams and on offense," says Cleveland Browns scout **BOB MORRIS**.

When an offense trots out a two-tight end, two-receiver personnel group, the defense must be ready for anything, particularly when one or both of the tight ends is a receiving threat.

"You can run out of that formation, but you can also split out one of those tight ends and have a mismatch on a linebacker," says Morris. "That is the value of those guys. If a defense is worried about the pass, that will naturally open room to run the football."

The 14 tight ends that caught at least 50 passes during the 2009 season:

PLAYER	TEAM	REC.	YARDS	TDs
Dallas Clark	Indianapolis	100	1,106	10
Jason Witten	Dallas	94	1,030	2
Tony Gonzalez	Atlanta	83	867	6
Antonio Gates (above)	San Diego	79	1,157	8
Vernon Davis	San Francisco	78	965	13
Kellen Winslow	Tampa Bay	77	884	5
Brent Celek	Philadelphia	76	971	8
Heath Miller	Pittsburgh	76	789	6
Zach Miller	Oakland	66	805	3
Greg Olsen	Chicago	60	612	8
Visanthe Shiancoe	Minnesota	56	566	11
Jermichael Finley	Green Bay	55	676	5
Todd Heap	Baltimore	53	593	6
John Carlson	Seattle	51	574	7

SUPER BOWL TROPHY BY THE NUMBERS

Immediately following a Super Bowl victory, the winner is presented with the **VINCE LOMBARDI TROPHY**.

"Sometimes it is slightly damaged during the celebration," says **ED WAWRYNEK**, vice president of Tiffany & Co., the trophy's manufacturer. "We always have an extra in case a catastrophe occurs, but so far nothing major has ever happened."

The trophy is then returned to Tiffany & Co. for any repairs and the engraving of the Super Bowl team names and the final score onto the base. It then goes back to the team for permanent possession. The particulars of the Vince Lombardi Trophy:



Weight	7 pounds
Height	22 inches
Man-hours To Complete	72
Made of	Sterling silver *
Year Designed	1966
First Sketched On	A napkin
Sketched By	Oscar Riedener **
Crafted by	Hand
Made In	Parsippany, NJ
Made By	Tiffany
Value	\$12,500
Sought Yearly By	1,700 players ***

*Including nuts and bolts. ** Former Tiffany VP of design. ***At least.



RINGING IN THE NEW YEAR



The **NEW ORLEANS SAINTS**, who defeated the Indianapolis Colts 31-17 in Super Bowl XLIV for the franchise's first Super Bowl victory, received their Super Bowl rings on June 16 at a private ceremony at The Roosevelt Hotel in New Orleans.

"We feel that the entirety of the greatness of the moments surrounding the Saints' Super Bowl XLIV victory have been captured in the design of the Super Bowl rings," says Saints owner **TOM BENSON**. "The intent all along was to commemorate the uniqueness of New Orleans and what the Super Bowl championship meant to this town and region, as well as the recognition due to the outstanding jobs of the coaches, players and staff that all played a role in our championship season."

The design of the Tiffany & Co. rings was kept confidential until the ceremony. The rings are handcrafted in yellow gold featuring the Saints' fleur-de-lis logo set with several dozen diamonds. The words "World Champions" are bezel set with eight diamonds on the top of the ring. There are 44 diamonds around the edges to commemorate the 44th Super Bowl, and there are 16 diamonds, eight on each side of the fleur-de-lis, to symbolize the number of games the Saints won last season.

"It symbolizes not just this year, but the culmination of four years of ups and downs," says quarterback and Super Bowl MVP **DREW BREES**. "There was a lot of work and a lot of struggle, but we found a way to become world champions – and it was never about just one person or even just the team. It was about our city and the community."

A carved image of St. Louis Cathedral in Jackson Square is featured on one side of the ring, along with the Louisiana Superdome, a scene from the team's championship parade and the first few musical notes of "When the Saints Go Marching In." The other side features the final score, date and location of Super Bowl XLIV. Team mottos from last season – "Be Special," "Finish Strong," and "Smell Greatness" – are inscribed on the underside of the ring.

"I might sleep with it on tonight," said kicker **GARRETT HARTLEY** upon receiving his ring. "After that, I'll probably put it in a safety or lock box."

After examining the ring at the ceremony, Brees captured his thoughts in three words.

"It's absolutely perfect."

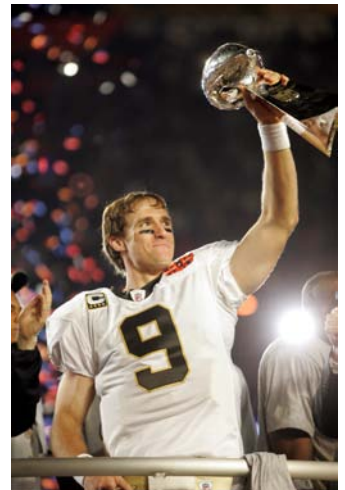
SAINTS RAISE MONEY FOR THOSE AFFECTED BY OIL SPILL IN GULF OF MEXICO WITH SUPER BOWL RING RAFFLE

The Saints will raffle off an official Super Bowl XLIV ring – identical to the one awarded to the ownership, players, coaches and administrative staff that was custom designed by Tiffany and Co. – to benefit those affected directly by the oil spill in the Gulf of Mexico. The raffle of the Super Bowl ring presents what is believed to be a never-before-offered opportunity for a football fan to win a piece of NFL history and to assist those most impacted by the oil spill.

"We are pleased to offer this once-in-a-lifetime opportunity to own an official New Orleans Saints Super Bowl XLIV ring," says owner **TOM BENSON**. "This opportunity will allow a fan to share in the greatest moment in our team's rich history and the culmination of our place in the NFL record books as champions. And better yet, it allows the individuals, families and small businesses that are dealing with the fallout of the largest environmental catastrophe in the history of the United States to once again have the promise that people care about them and their futures."

The drawing – which has raised more than \$500,000 as of July – will remain open until 10:00 AM CT on September 9. Tickets can be purchased online through the Saints Gulf Coast Renewal Foundation at www.saintsgulfcoastrenewal.org. The winner will be announced on national TV (NBC) during the Saints' season-opening game against the Minnesota Vikings on Thursday night, September 9.

"We are thrilled to have a fan join the team that won the Super Bowl," says quarterback **DREW BREES** (right). "The person that wins the ring will have a keepsake of a lifetime and be able to proudly display the very ring that we all worked so diligently to achieve. To be presented with a Super Bowl ring is the realization of a lifelong dream, and those that donate money to the raffle will be enriched by knowing that they are positively impacting the great men, women and children of the Gulf Coast, who right now, need our help more than ever."





SUPER FOLLOW-UPS

How Super Bowl winners fared the following season, with teams that repeated in **bold** (eight Super Bowl winners won the title game the next year and three lost it):

Super Bowl	Winner	Next Season
I	Green Bay	Won Super Bowl
II	Green Bay	Missed playoffs
III	New York Jets	Lost in first round
IV	Kansas City	Missed playoffs
V	Baltimore	Lost AFC Championship Game
VI	Dallas	Lost NFC Championship Game
VII	Miami	Won Super Bowl
VIII	Miami	Lost in first round
IX	Pittsburgh	Won Super Bowl
X	Pittsburgh	Lost AFC Championship Game
XI	Oakland	Lost AFC Championship Game
XII	Dallas	Lost Super Bowl
XIII	Pittsburgh	Won Super Bowl
XIV	Pittsburgh	Missed playoffs
XV	Oakland	Missed playoffs
XVI	San Francisco	Missed playoffs
XVII	Washington	Lost Super Bowl
XVIII	L.A. Raiders	Lost Wild Card Game
XIX	San Francisco	Lost Wild Card Game
XX	Chicago	Lost NFC Divisional Playoff Game
XXI	New York Giants	Missed playoffs
XXII	Washington	Missed playoffs
XXIII	San Francisco	Won Super Bowl
XXIV	San Francisco	Lost NFC Championship Game
XXV	New York Giants	Missed playoffs
XXVI	Washington	Lost NFC Divisional Playoff Game
XXVII	Dallas	Won Super Bowl
XXVIII	Dallas	Lost NFC Championship Game
XXIX	San Francisco	Lost NFC Divisional Playoff Game
XXX	Dallas	Lost NFC Divisional Playoff Game
XXXI	Green Bay	Lost Super Bowl
XXXII	Denver	Won Super Bowl
XXXIII	Denver	Missed playoffs
XXXIV	St. Louis	Lost Wild Card Game
XXXV	Baltimore	Lost AFC Divisional Playoff Game
XXXVI	New England	Missed playoffs
XXXVII	Tampa Bay	Missed playoffs
XXXVIII	New England	Won Super Bowl
XXXIX	New England	Lost AFC Divisional Playoff Game
XL	Pittsburgh	Missed playoffs
XLI	Indianapolis	Lost AFC Divisional Playoff Game
XLII	New York Giants	Lost NFC Divisional Playoff Game
XLIII	Pittsburgh	Missed playoffs
XLIV	New Orleans	???

WHAT TO LOOK FOR IN 2010



BRETT FAVRE (left), Minnesota, needs three touchdown passes to become the first player in NFL history with 500 career TD passes. In 19 seasons, Favre is the all-time leader with 497 touchdown passes.

Favre needs 671 passing yards to become the first player in NFL history with 70,000 passing yards. In 19 seasons, Favre is the all-time leader with 69,329 career passing yards.

Favre needs 189 pass attempts to become the first player in NFL history with 10,000 attempts. In 19 seasons, Favre is the all-time leader with 9,811 career pass attempts.

In his 19-year career, Favre has passed for four touchdowns in a game 23 times – an NFL record. Favre needs two more four-touchdown games to become the first player with 25 four-touchdown pass games in NFL history (see Manning note).

Favre has led the league in touchdown passes four times in his career and can surpass Johnny Unitas, Len Dawson and Steve Young (4) for the most seasons leading the league in touchdown passes.

PEYTON MANNING, Indianapolis, needs 4,000 passing yards to become the first player in NFL history with 11 4,000-yard seasons. Manning is the only quarterback to accomplish the feat in 10 seasons.

Manning has led the league in touchdown passes three times in his career and can tie Brett Favre, Johnny Unitas, Len Dawson and Steve Young (4) for the most seasons leading the league in touchdown passes (see Favre note).

Manning has passed for 400 yards in a game seven times in his career. Manning needs one 400-yard passing game to surpass Joe Montana and Warren Moon (7) for the second-most games with 400 yards passing in NFL history (Dan Marino, 13).

Manning needs 34 touchdown passes to become the third player in NFL history with 400 touchdown passes. Manning would join Brett Favre (497) and Dan Marino (420) as the only players to accomplish the feat. In 12 seasons, Manning has thrown 366 touchdown passes.

Manning needs 1,348 passing yards to surpass John Elway (51,475) to move into third place all-time. In 12 seasons, Manning has passed for 50,128 yards.

Manning has 21 games with four or more touchdown passes and needs three such games to surpass Brett Favre (23) for the most games with four touchdown passes in NFL history (see Favre note).

LA DAINIAN TOMLINSON (right), New York Jets, needs seven touchdowns to become the third player with 160 touchdowns. Tomlinson would join Jerry Rice (208) and Emmitt Smith (175) as the only players to accomplish the feat. In nine seasons, Tomlinson has scored 153 touchdowns (see Moss and Owens notes).

Tomlinson needs 12 rushing touchdowns to become the second player with 150 rushing touchdowns. Tomlinson has scored 138 rushing touchdowns and would join Emmitt Smith (164) as the only players to accomplish the feat.

Tomlinson has four 200-yard rushing games in his career. Tomlinson needs two 200-yard games to surpass Tiki Barber (5) and tie O.J. Simpson (6) for the most all-time.

Tomlinson needs 1,000 rushing yards to become the fifth player in NFL history with nine 1,000-yard rushing seasons. Only Emmitt Smith (11), Curtis Martin (10), Walter Payton (10) and Barry Sanders (10) have accomplished the feat.

Tomlinson needs 555 scrimmage yards to become the eighth player in NFL history with 17,000 scrimmage yards. In nine seasons, Tomlinson has 16,445 scrimmage yards

RANDY MOSS, New England, needs five touchdowns to surpass LaDainian Tomlinson (153) for third place all-time (see Owens and Tomlinson notes). In 12 seasons, Moss has scored 149 touchdowns.

Moss needs two receiving touchdowns to become the second player in NFL history with 150 receiving TDs. Moss can join Jerry Rice (197) as the only players in NFL history with 150 receiving touchdowns (see Owens note). In 12 seasons, Moss has 148 touchdown receptions.

Moss has recorded 1,000 receiving yards in a season 10 times in his 12-year NFL career. Moss can join Jerry Rice (14) as the only players in NFL history with 11 seasons with 1,000 receiving yards.





Moss (left) has led the league in touchdown receptions five times in his career and can tie Jerry Rice (6) for the second-most seasons leading the league in touchdown receptions (Don Hutson, 9).

Moss needs 535 receiving yards to become the third player in NFL history with 15,000 receiving yards. Moss would join Jerry Rice (22,895) and Isaac Bruce (15,208) as the only players to accomplish the feat (see Owens note). In 12 seasons, Moss has 14,465 receiving yards.

Moss needs 74 receptions to become the seventh player in NFL history with 1,000 receptions (see Gonzalez note). In 11 seasons, Moss has 926 receptions.

TERRELL OWENS needs six receiving touchdowns to become the second player in NFL history with 150 receiving TDs. Owens can join Jerry Rice (197) as the only other player in NFL history with 150 receiving touchdowns (see Moss note). In 14 seasons, Owens has 144 receiving touchdowns.

Owens needs seven touchdowns to surpass Randy Moss (149) and LaDainian Tomlinson (153) to move into third place all-time (see Moss and Tomlinson notes). In 14 seasons, Owens has scored 147 touchdowns.

Owens has recorded 1,000 receiving yards in a season nine times in his 14-year NFL career. Owens can join Jerry Rice (14) and Randy Moss (10) as the only players in NFL history with 10 seasons with 1,000 receiving yards (see Moss note).

Owens needs 49 receiving yards to become the third player in NFL history with 15,000 receiving yards. Owens would join Jerry Rice (22,895) and Isaac Bruce (15,208) as the only players to accomplish the feat (see Moss note). In 14 seasons, Owens has 14,951 receiving yards.

Owens needs 89 receptions to surpass Isaac Bruce (1,024) and Tim Brown (1,094) for fourth place all-time. In 14 seasons, Owens has 1,006 receptions.

ANDRE JOHNSON, Houston, needs 100 receptions to become the third player in NFL history with four 100-catch seasons. Johnson can join Marvin Harrison and Jerry Rice (4) as the only players with four 100-reception seasons (see Marshall and Welker notes).

Johnson needs three games with 10 receptions and 100 receiving yards to become the NFL's all-time career leader. Johnson has 13 games with at least 10 catches and 100 receiving yards in his career and can surpass Marvin Harrison (14) and Jerry Rice (15) for the most such games in NFL history.

CHAD OCHOCINCO (right), Cincinnati, needs 48 receiving yards to reach 10,000. In his nine-year career, Ochocinco has 9,952 receiving yards.

REGGIE WAYNE, Indianapolis, needs 607 receiving yards to reach 10,000. In his nine-year career, Wayne has 9,393 receiving yards.

TONY GONZALEZ, Atlanta, needs one reception to become the first tight end in NFL history with 1,000 receptions. In 13 seasons, Gonzalez has 999 receptions – the most ever by a tight end.

JASON TAYLOR, New York Jets, needs 10.5 sacks to surpass Rickey Jackson (128.0), Leslie O'Neal (132.5), Lawrence Taylor (132.5), John Randle (137.5), and Richard Dent (137.5) to move into sixth place all-time. In 13 seasons, Taylor has 127.5 sacks.

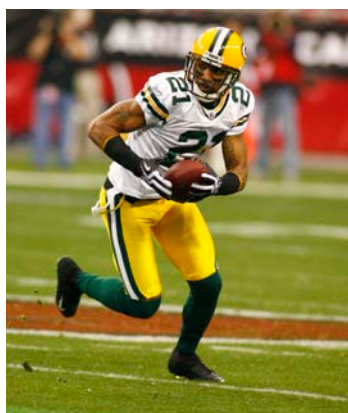


DARREN SHARPER, New Orleans, needs two interception-return touchdowns to surpass Rod Woodson (12) for the most all-time (see C. Woodson note). In 13 seasons, Sharper has 11 interception-return touchdowns.

Sharper needs 72 interception-return yards to surpass Rod Woodson (1,483) for the most all-time. In 13 seasons, Sharper has 1,412 interception-return yards.

Sharper needs six interceptions to surpass Ronnie Lott (63), Ken Riley (65), and Dick "Night Train" Lane (68) to move into fourth place all-time. In 13 seasons, Sharper has 63 interceptions.

CHARLES WOODSON (left), Green Bay, needs one interception-return touchdown to become the third player in NFL history with 10 interception-return touchdowns. Woodson would join Rod Woodson (12) and Darren Sharper (11) as the only players to accomplish the feat. In 12 seasons, Charles Woodson has nine interception-return touchdowns.



STREAKING INTO 2010



BRETT FAVRE (left), Minnesota, needs to play in the first 13 games of the season to become the second player in NFL history to play in 300 consecutive games. Favre, whose streak began on September 13, 1992 and stands at 287 games, would join Jeff Feagles (336) as the only players to accomplish the feat.

Favre has passed for 3,000 yards in a season 18 times in his 19-year career and can extend his NFL record with another 3,000-yard season. Favre also holds the record for the most consecutive seasons with 3,000 passing yards with 18 (active).

PEYTON MANNING, Indianapolis, needs 25 touchdown passes to become the first player in NFL history to throw 25 touchdown passes in 13 consecutive seasons. Manning is the only player to have 12 consecutive seasons with 25 touchdown passes.

Manning has passed for 3,000 yards in each of the past 12 seasons and owns the second-longest streak of consecutive 3,000-yard seasons (Brett Favre, 18). Manning is the only player in NFL history to start a career with 12 consecutive 3,000-yard seasons.

LA DAINIAN TOMLINSON, New York Jets, needs 10 rushing touchdowns to extend his NFL-record streak of consecutive 10 rushing-touchdown seasons to begin a career to 10.

CHRIS JOHNSON, Tennessee, needs 100 rushing yards in each of his next four games to surpass Marcus Allen (11) and Barry Sanders (14) for the most consecutive 100-yard games in NFL history. Johnson has rushed for 100 yards in 11 games in a row.

ANDRE JOHNSON, Houston, needs 1,500 receiving yards to become the first player in NFL history with three consecutive 1,500-yard seasons. Johnson can also join Jerry Rice (4) and Marvin Harrison (3) as the only players with three career 1,500-yard seasons.

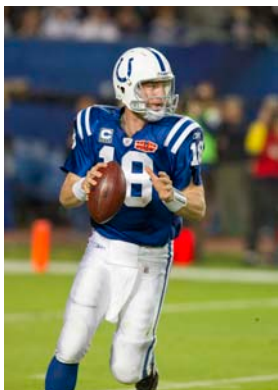
BRANDON MARSHALL, Miami, has caught at least 100 passes in each of the past three seasons. Marshall can join Marvin Harrison (4) as the only players to catch 100 passes in four consecutive seasons (see Welker note).

WES WELKER, New England, has caught at least 100 passes in each of the past three seasons. Welker can join Marvin Harrison (4) as the only players to catch 100 passes in four consecutive seasons (see Marshall note).

TONY GONZALEZ (right), Atlanta, needs 50 receptions to become the first tight end in NFL history with 13 consecutive 50-reception seasons. Gonzalez is the only tight end in NFL history with 12 consecutive 50-reception seasons.



PEY DAY



Indianapolis Colts quarterback **PEYTON MANNING** (left) continues to etch his name in the NFL's record books.

Manning's success has been attributed to his preparation, focus, dedication, durability and passion for the game of football.

"He's definitely one of the best, in my mind," says Colts wide receiver **REGGIE WAYNE**, who serves as one of Manning's main weapons. "He puts in so much heart, hard work and preparation. He just wants to be a winner and whenever you have a quarterback that wants to win and do whatever it takes to win, you want him on your team."

Colts All-Pro center **JEFF SATURDAY** (right) has built great chemistry with Manning over the years. Saturday and Manning have started 154 games together, the second-most for a quarterback-center combination since the 1970 merger, trailing only Buffalo's **JIM KELLY** and **KENT HULL** (157).

"Peyton is the guy you can always count on to push you to be your best," says Saturday. "That attitude is infectious in our locker room. He's the epitome of a teammate. I've been extremely blessed and fortunate in my career to be with a quarterback like Peyton. To be able to line up in front of him, week in and week out, it's been a pleasure."

Last year, Manning was named the NFL's Most Valuable Player by The Associated Press for an unprecedented fourth time and led the Colts to Super Bowl XLIV.



In 2010, the Colts' leader can become the first quarterback in league history to throw 25 touchdown passes in 13 consecutive seasons as well as become the first quarterback to throw for 4,000 yards in 11 different seasons.

CONSECUTIVE SEASONS WITH 25+ TD PASSES

QUARTERBACK	YEARS	STREAK
Peyton Manning	1998-2009	12*
Dan Marino	1984-1988	5
Brett Favre	1994-1998	5
Brett Favre	2001-2004	4
Drew Brees	2006-2009	4*

*Active streak

4,000-YARD PASSING SEASONS

QUARTERBACK	SEASONS
Peyton Manning	10*
Dan Marino	6
Brett Favre	6*
Warren Moon	4
Drew Brees	4*

*Active

Manning, who is entering his 13th NFL season, ranks fourth all-time in career passing yards (50,128) and needs 1,348 yards to surpass **JOHN ELWAY** (51,475) for third place. He is third in NFL annals with 4,232 completions and 366 touchdown passes.

MOST PASSING YARDS

Brett Favre	69,329*
Dan Marino	61,361
John Elway	51,475
Peyton Manning	50,128*
Warren Moon	49,325

*Active

MOST COMPLETIONS

Brett Favre	6,083*
Dan Marino	4,967
Peyton Manning	4,232*
John Elway	4,123
Warren Moon	3,988

*Active

MOST TD PASSES

Brett Favre	497*
Dan Marino	420
Peyton Manning	366*
Fran Tarkenton	342
John Elway	300

*Active

"He is very mentally tough and has seen it all," says New Orleans Saints All-Star safety **DARREN SHARPER**. "He's been around so long and played in so many big games and he's a tough football player. He knows when we are blitzing a lot of the times and has the ability to get rid of the football, so you can't really sack him."

Colts head coach **JIM CALDWELL**, who has been with the club since 2002 – first serving as Manning's quarterback coach – has been a witness to the four-time MVP's formula for success.

"Having a chance to work with him closely by coaching the quarterback position prior to my duties as they are presently, we developed a pretty tight bond," says Caldwell. "He epitomizes everything good in professional athletics. He's sharp, hardworking, and very diligent about his preparation. He does a fine job during the offseason in terms of taking care of his arm, taking care of his legs. He eats right and gets enough sleep. He takes everything seriously. Every single snap, every single meeting. He's a guy that is a real joy to coach."

FAVRE-LOUS!



Minnesota Vikings quarterback **BRETT FAVRE** (left) continues to set records.

While leading the Vikings to a 12-4 finish, an NFC North title and an NFC Championship Game berth in his first year with the team, Favre enjoyed one of his best seasons as a passer in 2009, throwing for 4,202 yards with 33 touchdowns and only seven interceptions while establishing career-highs in passer rating (107.2) and completion percentage (68.4).

Never mind that Favre accomplished all this while becoming the third quarterback of the Super Bowl era (since 1966) to start at least 10 games after his 40th birthday, joining Pro Football Hall of Famer **WARREN MOON** and **VINNY TESTAVERDE**.

After Favre turned 40 on October 10, 2009, he celebrated by leading Minnesota to a 38-10 road victory over the St. Louis Rams the next day.

"Minnesota, with Favre, looks awful tough," says Pro Football Hall of Fame quarterback and CBS analyst **DAN FOUTS**. "He's a freak. We'll never see another player like him. It's not just his longevity, but his love for the game and everything that goes with it."

Favre already ranked No. 1 in many of the NFL's all-time passing categories before his banner 2009 season, but his most impressive accomplishment may be his consecutive regular-season games played streak, which stands at 287 – the longest of any non-kicker/punter in NFL history.

In Week 13, Favre played in his 283rd consecutive game, surpassing Vikings legend **JIM MARSHALL**, the previous record holder who played in 282 consecutive games as a defensive end for Minnesota and Cleveland from 1960-1979.

"Every game I play at this point, I'm pretty grateful," says Favre. "I know how difficult it is to play this long."

Favre can further extend many of his NFL passing records in 2010.

Here is a look at how Favre ranks on the all-time NFL leaderboards in each of the major passing categories:

ATTEMPTS		COMPLETIONS	
Brett Favre*	9,811	Brett Favre*	6,083
Dan Marino	8,358	Dan Marino	4,967
John Elway	7,250	Peyton Manning*	4,232
Warren Moon	6,823	John Elway	4,123
Drew Bledsoe	6,717	Warren Moon	3,988
YARDS		TDs	
Brett Favre*	69,329	Brett Favre*	497
Dan Marino	61,361	Dan Marino	420
John Elway	51,475	Peyton Manning*	366
Peyton Manning*	50,128	Fran Tarkenton	342
Warren Moon	49,325	John Elway	300

*Active



TOMLINSON CLOSES IN ON MORE TD RECORDS

New York Jets running back **LA DAINIAN TOMLINSON** (below) will be a key addition to an offensive unit that led the NFL in rushing a season ago. The five-time All-Star ranks among the NFL’s elite, especially when it comes to scoring touchdowns. In his career, Tomlinson ranks second in rushing touchdowns (138) and third in total TDs (153).

MOST CAREER RUSHING TOUCHDOWNS

PLAYER	YEARS	RUSH TDs
Emmitt Smith	1990-2004	164
LaDainian Tomlinson	2001-2009	138*
Marcus Allen	1982-1997	123
Walter Payton	1975-1987	110
Jim Brown	1957-1965	106

*Active

MOST CAREER TOTAL TOUCHDOWNS

PLAYER	YEARS	TOTAL TDs
Jerry Rice	1985-2004	208
Emmitt Smith	1990-2004	175
LaDainian Tomlinson	2001-2009	153*
Randy Moss	1998-2009	149*
Terrell Owens	1996-2009	147*

*Active

He also holds the NFL record for most consecutive seasons to begin a career with at least 10 rushing touchdowns with nine, an active streak heading into 2010.

PLAYER	YEARS	CONSECUTIVE 10+ RUSHING TOUCHDOWN SEASONS
LaDainian Tomlinson	2001-2009	9*
Earl Campbell	1978-1981	4
Eric Dickerson	1983-1986	4
Barry Sanders	1989-1991	3
Emmitt Smith	1990-1992	3
Adrian Peterson	2007-2009	3*

*Active

Entering his 10th season, Tomlinson has been a model of consistency on the field and in the community. He has garnered numerous accolades, including earning AP NFL MVP and Offensive Player of the Year honors in 2006, as well as off-the-field recognition by being named Walter Payton co-NFL Man of the Year.

“Not only is he a great player, but he’s a class act,” says Jets linebacker **BART SCOTT**. “His numbers speak for themselves, but I’m more impressed with his humility off the field. While being a great player, he’s still humble, respectful and hungry. I think he respects the history of the game and what came before him. He’s very aware of that. I think he’ll have a place in the Hall of Fame. I’m fortunate to have him as a teammate after being harassed by him in previous years.”

Last year, Tomlinson, who has 12,490 career rushing yards, passed Pro Football Hall of Famer **JIM BROWN** (12,312) for eighth place on the all-time rushing list and currently needs 250 yards to surpass Pro Football Hall of Famer **TONY DORSETT** (12,739) for seventh place.



PLAYER	SEASONS	RUSH YARDS
Emmitt Smith	15	18,355
Walter Payton	13	16,726
Barry Sanders	10	15,269
Curtis Martin	11	14,101
Jerome Bettis	13	13,662
Eric Dickerson	11	13,259
Tony Dorsett	12	12,739
LaDainian Tomlinson	9	12,490*

*Active

Brown says Tomlinson's unique ability to cut back and accelerate past defenders has allowed him to take advantage of defenses throughout his career.

"When you run him off the edge, he puts any defender at a disadvantage," says Brown. "It's almost like an option play. He can go outside and break it back without breaking stride. He makes fluid cuts. He's got great acceleration, real fine speed and you can't tackle him. He does it in such a fluid manner. Most guys have to stop or slow down."

YO ADRIAN!



In his first three NFL seasons, Minnesota Vikings running back **ADRIAN PETERSON** (left) has amassed rushing numbers seen by few others in league history.

Last year, Peterson, who became the first player since **BARRY SANDERS** to start the Pro Bowl at running back in each of his first three seasons, rushed for 1,383 yards and an NFL-best 18 touchdowns. He joined Pro Football Hall of Famers **EARL CAMPBELL** and Sanders as the only players in NFL history to rush for at least 1,300 yards and 10 touchdowns in each of his first three seasons.

"Adrian Peterson is a special talent," says Pro Football Hall of Famer **JIM BROWN**. "His ability to make moves, accelerate and break tackles is what makes him special."

The running backs to rush for 1,300+ yards and 10+ touchdowns in each of his first three seasons:

RUNNING BACK	TEAM	YEAR	RUSH YARDS	RUSH TDS
Earl Campbell	Houston Oilers	1978	1,450	13
		1979	1,697	19
		1980	1,934	13
		1981	1,376	10
Barry Sanders	Detroit Lions	1989	1,470	14
		1990	1,304	13
		1991	1,548	16
Adrian Peterson	Minnesota Vikings	2007	1,341	12
		2008	1,760	10
		2009	1,383	18

TITANIC PERFORMANCE

Tennessee Titans running back **CHRIS JOHNSON** (right) was named the 2009 NFL Offensive Player of the Year by The Associated Press after a record-breaking season.

Last year, Johnson became the sixth player in NFL history to rush for 2,000 yards (2,006) in a season. The elusive back also displayed his versatility by amassing an NFL-record 2,509 scrimmage yards, surpassing the previous mark held by **MARSHALL FAULK** (2,429 in 1999).

"You can't give this guy any space at all," says New England Patriots head coach **BILL BELICHICK**. "He's a terrific back. He's got speed. He's got quickness. He makes people miss. He breaks a lot of tackles. He's as good a back as I've seen in a long time."



MOST SCRIMMAGE YARDS IN A SEASON				MOST RUSHING YARDS IN A SEASON			
PLAYER	TEAM	YEAR	YARDS	PLAYER	TEAM	YEAR	YARDS
Chris Johnson	Tennessee	2009	2,509	Eric Dickerson	L.A. Rams	1984	2,105
Marshall Faulk	St. Louis	1999	2,429	Jamal Lewis	Baltimore	2003	2,066
Tiki Barber	N.Y. Giants	2005	2,390	Barry Sanders	Detroit	1997	2,053
LaDainian Tomlinson	San Diego	2003	2,370	Terrell Davis	Denver	1998	2,008
Barry Sanders	Detroit	1997	2,358	Chris Johnson	Tennessee	2009	2,006

A dynamic runner with breakaway speed, Johnson has rushed for at least 100 yards in 11 consecutive games and can extend the mark in 2010. He needs four such performances in a row for the most consecutive 100-yard rushing games in NFL history.

San Francisco 49ers All-Star linebacker **PATRICK WILLIS**, who is known for his instincts, toughness and athletic ability to make plays sideline-to-sideline, has a great appreciation for Johnson's attributes.

"I just know that he can run," says Willis. "If you give him what he is looking for, which is the edge, he can turn and run like there is no tomorrow."

The players with the most consecutive 100-yard rushing games in NFL history:

PLAYER	TEAM	YEAR(S)	CONSECUTIVE 100+ RUSHING YARD GAMES
Barry Sanders	Detroit	1997	14
Marcus Allen	LA Raiders	1985-86	11
Chris Johnson	Tennessee	2009*	11*
Walter Payton	Chicago	1985	9
Fred Taylor	Jacksonville	2000	9
Deuce McAllister	New Orleans	2003	9
Larry Johnson	Kansas City	2005	9
LaDainian Tomlinson	San Diego	2006	9

*Active streak

CLUTCH PERFORMERS



Many NFL games are decided in the fourth quarter, and the difference between a win and a loss can come down to a clutch performer.

The importance of having a quarterback who can respond under pressure is easily seen from last year's results as the two signal callers with the best fourth-quarter passer ratings led their clubs to Super Bowl XLIV. In fact, all five of the leaders in the category guided their teams to the playoffs.

Indianapolis Colts quarterback **PEYTON MANNING** finished the regular season with an NFL-best 116.0 passer rating in the fourth quarter, while New Orleans Saints quarterback **DREW BREES** (left) ranked second with a 113.4 mark.

"We had plenty of games last year when we went down at some point in the game, either early or in the fourth quarter," says Brees, who was named the MVP of Super Bowl XLIV. "But we just continued to believe in ourselves and found a way to win."

Below is a chart listing the top-rated passers in the fourth quarter of the 2009 season:

BEST FOURTH-QUARTER PASSING RATING							
PLAYER, TEAM	COMP	ATT	PCT	YARDS	TD	INT	RATING
Peyton Manning, Ind.	79	109	72.5	939	7	1	116.0
Drew Brees, NO	91	126	72.2	1,066	6	0	113.4
Brett Favre, Min.	89	126	70.6	1,081	8	2	111.2
Aaron Rodgers, GB	63	104	60.6	787	9	2	104.9
Tony Romo, Dal.	89	142	62.7	1,232	8	2	103.4

YOUNG QUARTERBACKS ON THE RISE



Young quarterbacks around the league are making their opponents take notice. One year after **JOE FLACCO** of the Baltimore Ravens raised the bar by becoming the first rookie quarterback ever to start and win two playoff games in 2008, New York Jets quarterback **MARK SANCHEZ** (left) matched that feat last season.

Sanchez led the Jets to the AFC Championship Game after postseason road victories in Cincinnati and San Diego. He was only the ninth rookie quarterback to start a playoff game in the Super Bowl era (since 1966), and just the fourth to lead his team to the Conference Championship Game.

The nine rookie quarterbacks to start a playoff game (since 1966):

QUARTERBACK	SEASON	TEAM	PLAYOFF RESULT
Dan Marino	1983	Miami Dolphins	Advanced to Divisional round
Bernie Kosar	1985	Cleveland Browns	Advanced to Divisional round
Jim Everett	1986	L.A. Rams	Advanced to Wild Card round
Todd Marinovich	1991	L.A. Raiders	Advanced to Wild Card round
Shaun King	1999	Tampa Bay Buccaneers	Advanced to NFC Championship
Ben Roethlisberger	2004	Pittsburgh Steelers	Advanced to AFC Championship
Joe Flacco	2008	Baltimore Ravens	Advanced to AFC Championship
Matt Ryan	2008	Atlanta Falcons	Advanced to Wild Card round
Mark Sanchez	2009	New York Jets	Advanced to AFC Championship

In 2008, Flacco and Atlanta Falcons quarterback **MATT RYAN** each started all 16 of their team's games, the first time that has been done by rookies in a season during the Super Bowl era. Ryan led the Falcons to an 11-5 record en route to being named AP NFL Offensive Rookie of the Year and Flacco guided the Ravens to the AFC Championship Game following an 11-5 regular-season mark. They became the only rookie quarterback duo to lead their clubs to the playoffs in the same season since the 16-game schedule was instituted in 1978. Combined, the two QBs posted a 22-10 (.688) record, the best mark by two rookie quarterbacks in a single season during the Super Bowl era (minimum eight starts each).

YEAR	ROOKIE QUARTERBACKS	W-L	PCT.
2008	Joe Flacco/Matt Ryan	22-10	.688
1983	John Elway/Dan Marino	11-8	.579
1979	Steve Fuller/Phil Simms	12-11	.522
2006	Matt Leinart/Vince Young	12-12	.500

"You haven't seen, maybe ever in the league, two rookie quarterbacks like that," says NFL Network analyst **MIKE MAYOCK** of Ryan and Flacco.

Sanchez, Flacco and Ryan are only three of the many young quarterbacks that are taking the NFL by storm. Second-year quarterbacks **MATTHEW STAFFORD** (10 starts; right) and **JOSH FREEMAN** (nine starts), third-year signal caller **CHAD HENNE** (7-6 record as starter) and fourth-year QB **KEVIN KOLB** (741 passing yards in two career starts) are poised to start and hope to build on their experience going into 2010.



A few of the rising stars at quarterback who were drafted since 2007:

QB, TEAM	HIGHLIGHT/QUOTABLE
Joe Flacco , Baltimore	"Anyone who knows Flacco knows that he's smart, poised and he doesn't let things get to him." – Washington linebacker H.B. Blades
Josh Freeman , Tampa Bay	"For some young quarterbacks, when they get into a game, the game starts, the pass rush starts, things speed up on them. They get a little nervous and don't see things clearly. For Josh Freeman, things slow down. He doesn't panic. He has great poise." – Miami defensive coordinator Paul Pasqualoni
Chad Henne , Miami	In his second-ever start, led three fourth-quarter touchdown drives, including the game-winner with six seconds remaining to defeat the New York Jets in one of 2009's most thrilling games.
Kevin Kolb , Philadelphia	Became the first quarterback in NFL history to pass for 300 yards in each of his first two career starts. Will enter 2010 as the Philadelphia Eagles starting quarterback.
Matt Ryan , Atlanta	2008 AP Offensive Rookie of the Year has compiled a 20-10 career record as a starter and led the Falcons to the first back-to-back winning seasons in franchise history.
Mark Sanchez , NY Jets	"It's incredible what this guy has accomplished already in winning playoff games on the road in Cincinnati and in San Diego. He's a leader with a great deal of toughness. He has a very bright future." – Former NFL MVP Rich Gannon
Matthew Stafford , Detroit	Set the NFL single-game rookie record with 422 passing yards and became the youngest player in NFL history to throw five touchdown passes in one game vs. Cleveland in Week 11.

DOUBLE TROUBLE RUNNING BACKS!



They seem to be all over the league.

Guys like **RAY RICE** (left), **MAURICE JONES-DREW**, **CHRIS JOHNSON** and others. Those running backs that can hurt you two ways – rushing... or catching... the ball.

“If a running back has certain skills – speed, vision, burst, ability to cut, good hands – he can play in any system, whether it’s the I-formation, offset or in a spread,” says Baltimore Ravens general manager **OZZIE NEWSOME**.

Double-threat running backs not only force defenses to be ready for anything, but they allow offenses to keep their best playmakers on the field in any situation.

“Any time your best player is capable of playing downs one through three, you want him out there, especially with all the chips on the line,” says Steelers running backs coach **KIRBY WILSON**.

More and more, offenses are relying on these dual-threat players to keep the chains moving. Eight running backs gained more than 1,000 rushing yards while registering at least 40 catches in 2009.

The eight NFL running backs who gained 1,000 rushing yards and caught 40 passes in 2009:

RUNNING BACK, TEAM	RUSH YARDS	REC.	QUOTABLE
Ray Rice , Baltimore	1,339	78	“He’s a major part of their passing game. Any time a quarterback has confidence in a back to get him off the hook when there’s pressure or somebody’s not open, it’s easy to throw the ball to a guy like Ray Rice, let him run with it and see what he can do.” – New England head coach Bill Belichick
Maurice Jones-Drew , Jacksonville	1,391	53	“They call him ‘Pocket Hercules’ for a reason. If you really want to look at a back that has everything – vision, speed, power – he’s basically a prototype. He’s got everything, and he can catch.” – New York Jets linebacker Calvin Pace
Frank Gore , San Francisco	1,120	52	“He’s got speed and explosiveness. He does it all. He’s a physical guy that you can hammer, or you can use him as a perimeter guy. You tell him something once, and he has it. He really learns fast, so that means you can use him in a variety of ways.” – Chicago offensive coordinator Mike Martz
Steven Jackson , St. Louis	1,416	51	“He’s the key to the St. Louis offense. He’s a big back who is hard to tackle. If you let him get loose on you, he can be a real handful.” – Buffalo linebacker Paul Posluszny
Chris Johnson , Tennessee	2,006	50	“C.J. has a chance to be one of the best in the league because of his freakish ability to break plays. He can do it all.” – Tennessee fullback Ahmard Hall
Fred Jackson , Buffalo	1,062	46	“Fred Jackson, he’s a playmaker. You just have to get the ball to him and allow him to make guys miss. I can throw the ball maybe five yards past the line of scrimmage and he puts another 30 yards on the play.” – Buffalo quarterback Trent Edwards
Adrian Peterson , Minnesota	1,383	43	“This guy is arguably the best football player in the world right now. He’s got a great deal of God-given ability. He’s big, strong and fast. He also has the things that you can’t measure. He doesn’t turn down challenges.” – Pittsburgh head coach Mike Tomlin
Jamaal Charles , Kansas City	1,120	40	“Jamaal is really coming into his own. He has that home run ability, and they’re using him all over the place. They flex him out as a receiver and he’s doing some great things out there, beating corners and things like that. He is becoming a real dynamic guy.” – Cleveland defensive coordinator Rob Ryan

RECEIVERS MAKING A SPLASH



Last season, a trio of All-Star wide receivers – **ANDRE JOHNSON** of the Houston Texans, **WES WELKER** of the New England Patriots and **BRANDON MARSHALL** of the Denver Broncos (now with the Miami Dolphins; left) reached historic NFL milestones.

Johnson, who has led the NFL in receiving yards each of the past two years (1,569 yards in 2009 and 1,575 yards in 2008), joined Pro Football Hall of Famer **JERRY RICE** (1989-90; 1993-95) as the only players since 1970 to lead the league in consecutive seasons. Johnson also became the second player in NFL history (**MARVIN HARRISON**) to record back-to-back seasons with at least 1,500 receiving yards.

“Andre is so big and strong, and he has great ball skills,” says Broncos Pro Bowl cornerback **CHAMP BAILEY**. “He is the standard for receivers to measure themselves up against in terms of being one of the greatest in the game today.”

Following are the only players in NFL history to record at least 1,500 receiving yards in consecutive seasons:

PLAYER	TEAM	YEAR	RECEIVING YARDS
Marvin Harrison	Indianapolis Colts	2001	1,524
		2002	1,722
Andre Johnson	Houston Texans	2008	1,575
		2009	1,569

Welker hauled in a league-high 123 receptions last year and tied **HERMAN MOORE** (1995) for the second-most catches in a single-season in NFL history. He also tied Harrison for the fewest individual games played (11 games) to reach 100 receptions in a season in league annals.

“He catches the ball every time you throw it to him,” says Patriots All-Star quarterback **TOM BRADY**. “He’s consistent, reliable and durable. He’s an explosive player. His quickness is second to none.”

Marshall, who was acquired via trade by Miami in April, will be a key addition to the Dolphins’ passing attack in 2010. Last year, he totaled 101 receptions with Denver, including an NFL single-game record 21 catches against Indianapolis in Week 14.

“Brandon has a rare combination of size, speed and toughness that few wide receivers in the league possess,” says **STEVE MARIUCCI**, NFL Network analyst and former head coach of the San Francisco 49ers (1997-2002) and Detroit Lions (2003-05). “He has an athletic confidence and determination when the ball is in his hands and that’s something you just can’t teach. When he’s at his peak, he’s a defender’s worst nightmare.”

Marshall and Welker joined Harrison, Moore and Rice as the only players in NFL history to record three consecutive 100-reception seasons.

The players who recorded 100+ receptions in at least three consecutive seasons:

PLAYER	TEAM	YEARS	STREAK, (RECEPTIONS)
Marvin Harrison	Indianapolis Colts	1999-2002	4 (115, 102, 109, 143)
Jerry Rice	San Francisco 49ers	1994-1996	3 (112, 122, 108)
Herman Moore	Detroit Lions	1995-1997	3 (123, 106, 104)
Wes Welker	New England Patriots	2007-2009	3 (112, 111, 123)
Brandon Marshall	Denver Broncos	2007-2009	3 (102, 104, 101)

SMALL WIDE RECEIVERS MAKE BIG CONTRIBUTIONS

In today’s NFL, it’s clear that small receivers are becoming big contributors in the passing game.

Last season, Pro Bowl wide receiver **WES WELKER** (right) of the New England Patriots caught a league-leading 123 passes, tied for the second-most receptions in a season in NFL history (**HERMAN MOORE**). He leads the NFL with 346 receptions since 2007. New York Giants All-Star **STEVE SMITH** led the NFC with 107 receptions in 2009, setting the record for most receptions in a season for the 90-year old franchise. **DE SEAN JACKSON** of the Philadelphia Eagles led the NFC averaging 18.6 yards per reception en route to making the 2010 Pro Bowl, and the Carolina Panthers’ **STEVE SMITH**, a four-time All-Star selection, has led the NFL in receptions, receiving yards, receiving touchdowns and receiving yards per game for at least one season over the course of his career.



Even the newcomers are getting in on the action.

Minnesota Vikings wide receiver **PERCY HARVIN** (below, left) tied for the lead among all rookies with 60 catches (a team rookie record) and 790 receiving yards. He also set the club single-season record with 2,081 combined yards. Fellow 2009 rookie **JEREMY MACLIN** of the Eagles was second among NFC rookies with 773 receiving yards and 34 first-down receptions, trailing only Harvin in each category. Jacksonville Jaguars rookie **MIKE THOMAS** set the team record for rookie receptions with 48 and young wide receiver **DAVONE BESS** became just the fifth Miami Dolphins wide receiver with more than 75 receptions in a season (76).

“A lot of us are out there playing with that chip on our shoulders,” says 5-11 wideout **GREG JENNINGS** of the Green Bay Packers, who has over 3,300 receiving yards since 2007. “A lot of us are saying, ‘I can go up and get the deep ball. I can go up and get the fade route. I can make any catch a 6-5 guy can, and then I can give you something after the catch.’”



There is a mutual respect amongst the smaller receivers, and now that respect is starting to come from around the league as well.

“In this league, you’ll see three and four receivers, one running back, and in many cases, four or five receivers with no back – or if you’ve got a capable back, you’re splitting him out,” says Eagles offensive coordinator **MARTY MORNHINWEG**, who coaches sub-six foot stars Jackson and Maclin. “The game has changed that way a little bit so that the smaller stature players have a place.”

Jackson (above, right), who set an NFL record with an average of 52.6 yards per touchdown (with a minimum of 10 TDs) in 2009 is making sure that the teams that passed on him in the 2008 NFL Draft because he was too small for the position are regretting their error.

“There are a lot of people eating their words right now.”



ON TARGET

Every offense – especially its quarterback – desires a marquee No. 1 wide receiver who is capable of producing in any scenario, even when drawing double coverage from the opposition. The heightened attention serves as a repeated challenge throughout each contest, but the league’s elite receivers still manage to see a high number of passes.

One player in this class is Houston Texans wide receiver **ANDRE JOHNSON** (right), who in 2009 was targeted an NFL-high 171 times by quarterback **MATT SCHaub**, according to official NFL game books.



Johnson led the NFL with 1,569 receiving yards and Schaub topped the league with 4,770 passing yards. While their individual skill sets are necessary for the tandem’s success, Johnson says that quarterback-wide receiver chemistry is equally important.

“Since Matt got here, we’ve been on the same page,” says Johnson. “When we’re out on the field, we talk a lot. He tells me why he didn’t throw me the ball. We see the same things. When the play’s there to be made, he comes to me, and I just do my best to make it.”



Over the past five seasons, Arizona Cardinals wide receiver **LARRY FITZGERALD** (left) leads the league with 749 targets, 465 receptions and 6,287 receiving yards.

Below is a chart listing the most targeted receivers since 2005 and the 2009 leaders:

MOST TARGETED PLAYERS SINCE 2005				
PLAYER, TEAM(S)	TGT	REC	YARDS	AVG
Larry Fitzgerald, Ari.	749	465	6,287	13.5
Torry Holt, StL/Jax.	713	403	5,226	13.0
Andre Johnson, Hou.	705	442	5,830	13.2
Steve Smith, Car.	695	416	6,134	14.7
Reggie Wayne, Ind.	694	455	6,284	13.8

MOST TARGETED PLAYERS IN 2009				
PLAYER, 2009 TEAM	TGT	REC	YARDS	AVG
Andre Johnson, Hou.	171	101	1,569	15.5
Roddy White, Atl.	164	85	1,153	13.6
Wes Welker, NE	162	123	1,348	11.0
Steve Smith, NYG	157	107	1,220	11.4
Brandon Marshall, Den.	154	101	1,120	11.1

PROTECTING THE QUARTERBACK



Last season, the Indianapolis Colts posted a 14-2 record, the best in the NFL. Much of the team's success was attributed to the strong play of the club's offensive line, which allowed only 13 sacks, the fewest in the league.

"Our offensive line has five guys that love to go into the trenches," says Colts quarterback **PEYTON MANNING**. "Just fighters and hard workers up there."

"I love those five guys in front of me," continues Manning. "I love their effort. I love their attitude."

In today's NFL, the ability to protect the quarterback is key.

With such a premium placed on keeping the quarterback out of harm's way, it is no surprise that teams have made it a priority to draft offensive tackles. Three of the first 11 picks in April's NFL Draft were tackles (**TRENT WILLIAMS**, **RUSSELL OKUNG** and **ANTHONY DAVIS**) and a fourth (**BRYAN BULAGA**) was selected later in Round 1. This comes on the heels of 2009, when three of the top eight selections were tackles (**JASON SMITH**, **ANDRE SMITH** and **EUGENE MONROE**). It marked just the third time in over 20 years that three tackles were drafted in the top-10. In 2008, an NFL-record eight offensive tackles were taken in the first round, including first-overall pick **JAKE LONG** (right), who has been selected to the Pro Bowl in each of his first two seasons.

"Well I think the left tackle is the hardest position to play," says Washington Redskins head coach **MIKE SHANAHAN**, who drafted Williams (above) fourth overall in 2010. "Obviously, if we didn't feel very strongly about him we wouldn't have picked him with the fourth pick in the draft."

With 26 offensive tackles being selected in the first two rounds of the NFL Draft over the past three years, more than three-quarters of the teams in the league have made significant decisions at the position since 2008.

"No matter what happens, you still need a guy to hunker down at left tackle and be able to play against big people, but you also have to have a guy that can play against the (**DE MARCUS**) **WAREs** of this world, the guys that can move," says Seahawks general manager **JOHN SCHNEIDER**, who hopes sixth overall selection Okung fits that bill in Seattle.



The following tackles have been selected in the first two rounds of the past three NFL drafts:

PLAYER	TEAM	DRAFT YEAR (PICK)
Jake Long	Miami	2008 (1st overall)
Ryan Clady	Denver	2008 (12th overall)
Chris Williams	Chicago	2008 (14th overall)
Branden Albert	Kansas City	2008 (15th overall)
Gosder Cherilus	Detroit	2008 (17th overall)
Jeff Otah	Carolina	2008 (19th overall)
Sam Baker	Atlanta	2008 (21st overall)
Duane Brown	Houston	2008 (26th overall)
Mike Pollak	Indianapolis	2008 (59th overall)
Jason Smith	St. Louis	2009 (2nd overall)
Andre Smith	Cincinnati	2009 (6th overall)
Eugene Monroe	Jacksonville	2009 (8th overall)
Michael Oher	Baltimore	2009 (23rd overall)

PLAYER	TEAM	DRAFT YEAR (PICK)
Eben Britton	Jacksonville	2009 (39th overall)
Max Unger	Seattle	2009 (49th overall)
Phil Loadholt	Minnesota	2009 (54th overall)
Sebastian Vollmer	New England	2009 (58th overall)
Will Beatty	New York Giants	2009 (60th overall)
Trent Williams	Washington	2010 (4th overall)
Russell Okung	Seattle	2010 (6th overall)
Anthony Davis	San Francisco	2010 (11th overall)
Bryan Bulaga	Green Bay	2010 (23rd overall)
Rodger Saffold	St. Louis	2010 (33rd overall)
Zane Beadles	Denver	2010 (45th overall)
Vlad Ducasse	New York Jets	2010 (61st overall)
Charles Brown	New Orleans	2010 (64th overall)



Russell Okung



Anthony Davis



Bryan Bulaga

MOVING THE CHAINS



While precise execution is important in every passing situation, it is a vital skill for a receiver to know exactly where he needs to finish a route on third-down in order to move the chains and keep possession.

New York Giants wide receiver **STEVE SMITH** (left), who was selected to his first Pro Bowl, was one of the NFL's most productive receivers on third down in 2009, collecting a league-best 29 first-down conversions.

"He is very good and decisive, and his maneuvers are deceptive and very sharp and very sudden," says Giants quarterback **ELI MANNING** of Smith. "He can go from one point to the other after making a move with good suddenness."

Below is a chart listing the receivers who converted the most third-down situations in 2009:

THIRD-DOWN RECEIVING TOTALS				
PLAYER, TEAM	FIRST DOWNS	REC	YARDS	TD
Steve Smith, NYG	29	38	457	3
Davone Bess, Mia.	28	35	344	1
Reggie Wayne, Ind.	24	29	397	2
Greg Jennings, GB	23	26	596	3
Tony Gonzalez, Atl.	22	26	309	2

ALL-PURPOSE PLAYERS

The importance of multiple-threat players has never been higher. Players who can amass yards both through the air and on the ground are more important than ever as teams battle for field position and points. The more yards, the better!

The 2009 season was one for the record books as multiple-threat players gained yards at an amazing rate. Three players amassed more than 2,500 total yards – **FRED JACKSON** of Buffalo (2,516; right), **JOSHUA CRIBBS** of Cleveland (2,510; below, left), and **CHRIS JOHNSON** of Tennessee (2,509). This marked the first time in NFL history that more than one player gained at least 2,500 total yards in the same season. In fact, the three players who accomplished this feat matched the total number of players who did so in the previous 89 seasons combined.



Here is the breakdown of the yards gained by these versatile players:

PLAYER, TEAM	RUSH YARDS	RECEIVING YARDS	RETURN YARDS	TOTAL YARDS
Fred Jackson, Buffalo	1,062	371	1,433	2,516
Joshua Cribbs, Cleveland	381	135	1,944	2,510
Chris Johnson, Tennessee	2,006	503	0	2,509

Buffalo's Jackson led the league in total yards with 2,516 in 2009, which ranked fourth all-time in a single season in NFL history. An integral part of the Bills' attack, Jackson became the first player in NFL history with 1,000 rushing yards and 1,000 kick-return yards in the same season.

"He's a very good player who does a lot of things well," says New England Patriots head coach **BILL BELICHICK**. "He catches the ball well, runs well, and is a hard guy to tackle in the open field. He's a good inside runner, good outside runner – he is just a real good player."



Right behind Jackson in yards gained was Cleveland's Cribbs, who placed fifth all-time in a single season in NFL history with 2,510 all-purpose yards. In addition, Cribbs became the first player in NFL history to amass five 1,000 kick-return yard seasons to start a career. He was the focal point of the Browns' offense and return game, and excelled even with opposing defenses focused on stopping him.

"If you asked around the league, I'm sure that there would be a lot of people that would love to have a team full of guys like Joshua Cribbs," says Kansas City Chiefs linebacker **MIKE VRABEL**. "He's a tough player playing receiver, playing running back, playing quarterback and, when I say special teams, I don't just mean returning, but also covering kicks. He does it all."

Finishing just one yard behind Cribbs in 2009 was Tennessee's Johnson. One of the most feared running backs in the league, he became just the sixth player in NFL history to rush for 2,000 yards (2,006). He also broke the scrimmage yards record (2,509), adding 503 receiving yards to his rushing statistics. This broke the record previously held by **MARSHALL FAULK**, who amassed 2,429 yards from scrimmage in

1999. Johnson has rushed for 100+ yards in 11 consecutive games, which ties **MARCUS ALLEN** for the second-longest streak in NFL history (**BARRY SANDERS**, 14 in 1997). With a player as prolific as Johnson in the Titans' backfield, opposing defenses realize containing him is a tough task.

"Stopping Chris Johnson is a tall order to even think about," says Indianapolis Colts head coach **JIM CALDWELL**. "In great backs, you typically don't stop them. You may hold them down a little bit, but they are going to get their yards."

With these great players hitting their stride in 2009, the sky is the limit for 2010!

BIG PLAY EXCITEMENT

Close games in the NFL are frequently decided by one or two major moments, and big offensive surges can change the direction and outcome of a contest in a matter of seconds.

Houston Texans wide receiver **ANDRE JOHNSON** (right) and Tennessee Titans running back **CHRIS JOHNSON** proved to be two of the most electric performers during the 2009 campaign. Andre Johnson, who led the NFL in receiving (1,569 yards), recorded 22 receptions of at least 20 yards, the most in the league.



Chris Johnson, who became just the sixth player in NFL history to rush for 2,000 yards in a season (2,006), led the league with 22 rushes of at least 20 yards, 10 more than the second-place finisher.

Both players displayed their playmaking ability during the Texans' 34-31 win over the Titans in Week 2. In that AFC South matchup, Chris Johnson scored on three 50-yard runs (57, 69, 91) while Andre Johnson had a season-long 72-yard touchdown reception.

Following is a list of the top five "big play" rushers and receivers in 2009:

MOST 20+YARD RECEPTIONS					
PLAYER, TEAM	20+	LG	REC.	YARDS	TD
Andre Johnson, Hou.	22	72t	101	1,569	9
Miles Austin, Dal.	21	60t	81	1,320	11
Santonio Holmes, Pit.	21	57	79	1,248	5
Reggie Wayne, Ind.	20	65t	100	1,264	10
Sidney Rice, Min.	19	63	83	1,312	8

MOST 20+YARD RUSHES					
PLAYER, TEAM	20+	LG	ATT	YARDS	TD
Chris Johnson, Ten.	22	91t	358	2,006	14
Adrian Peterson, Min.	12	64t	314	1,383	18
Frank Gore, SF	11	80t	229	1,120	10
Ray Rice, Bal.	11	59t	254	1,339	7
Jonathan Stewart, Car.	11	67t	221	1,133	10

AT A LOSS



When a defensive player records a tackle for a loss, he pushes the line of scrimmage backwards and often forces the offense into difficult pass-only situations.

A relentless pass rusher also disrupts an offense's backfield, keeping the opponent from sustaining a necessary rhythm.

"If the offense holds the ball one second too long, Elvis will be there," says Denver Broncos cornerback **CHAMP BAILEY** of his teammate, linebacker **ELVIS DUMERVIL** (left). Dumervil, who was the 2009 NFL sack champion (17.0), finished the season with 17.5 tackles for a loss, the fifth-most in the league.

Minnesota Vikings defensive end **JARED ALLEN** closed the 2009 campaign with an NFL-best 21.5 tackles for a loss, including an NFC-high 14.5 sacks.

Following are the players who led the NFL last year in tackles for a loss and sacks:

MOST TACKLES FOR A LOSS		
PLAYER, TEAM	TFLs	SACKS
Jared Allen, Min.	21.5	14.5
Andre Carter, Was.	19.5	11.0
LaMarr Woodley, Pit.	18.5	13.5
Clay Matthews, GB	18.0	10.0
Elvis Dumervil, Den.	17.5	17.0

MOST SACKS		
PLAYER, TEAM	SACKS	TFLs
Elvis Dumervil, Den.	17.0	17.5
Jared Allen, Min.	14.5	21.5
Dwight Freeney, Ind.	13.5	14.5
LaMarr Woodley, Pit.	13.5	13.5
Will Smith, NO	13.0	16.5

HEY BROTHER!



At times, NFL players refer to their teammates as family. While it can be said to describe a team's unity, in some cases the player may actually be referring to his sibling.

A number of brothers currently play in the NFL. Many of the duos play the same position, some are on the same team and two pairs – Minnesota Vikings linebackers **E.J.** and **ERIN HENDERSON** and Cincinnati Bengals quarterbacks **CARSON** and **JORDAN PALMER** – share both distinctions.

This year, **CHRIS, DAN** and **ROB GRONKOWSKI** (left with Commissioner Goodell) can become only the sixth trio of brothers since the 1970 merger to be on NFL rosters during the same season. New England Patriots tight end Rob (second round selection, 42nd overall) and Dallas Cowboys fullback Chris (undrafted free agent) are both rookies, while tight end Dan is entering his second season with the Detroit Lions. With all three teams in action, it has the potential to be an exciting and historic Thanksgiving in the Gronkowski household.

Here are some of the notable 2010 NFL brothers, as well as when they play each other:

ALEM/ JONES	DE Rahim Alem, Cin. DB Chad Jones, NYG		JONES	RB Julius, Sea. RB Thomas, KC	KC@SEA, 11/28
BABINEAUX	DT Jonathan, Atl. DB Jordan, Sea.	ATL@SEA, 12/19	KEMOEATU	G Chris, Pit. DT Maake, Was.	
BARBER	RB Marion, Ill, TB FS Domonique, Hou.	TB@HOU, 9/2*	MANNING	QB Eli, NYG QB Peyton, Ind.	NYG@IND, 9/19
BRINKLEY	DE Casper, SD LB Jasper, Min.		MC COURT	DB Devin, NE CB Jason, Ten.	
BUCHANON/ GANT	CB Phillip Buchanon, Was. WR Edward Gant, Ari.	WAS@ARI, 9/2*	MC COWN	QB Josh** QB Luke, Jac.	
BULLOCKS	S Daniel** S Josh, Chi.		MC FADDEN	DB Bryant, Pit. DB Walter, Oak.	OAK@PIT, 11/21
DAVIS	TE Vernon, SF CB Vontae, Mia.		MC QUISTAN	T Pat, Dal. G Paul, Jac.	JAC@DAL, 10/31
GRONKOWSKI	FB Chris, Dal. TE Dan, Det. TE Rob, NE	DET@DAL, 11/21 NE@DET, 11/25	MOSS	WR Santana, Was. WR Sinorice, NYG	WAS@NYG, 12/5 NYG@WAS, 1/2
HENDERSON	LB E.J., Min. LB Erin, Min.		NDUKWE	S Chinedum, Cin. OL Ike, KC	
JENKINS	DT Cullen, GB DT Kris, NYJ	GB@NYJ, 10/31	PALMER	QB Carson, Cin. QB Jordan, Cin.	
JERRY	G John, Mia. DT Peria, Atl.	ATL@MIA, 8/27*	WHITNER/ WITTEN	S Donte Whitner, Buf. DE Lindsey Witten, Pit.	PIT@BUF, 11/28

*Preseason game

** Free agent; subject to developments



Devin McCourty



Jason McCourty



Cullen Jenkins



Kris Jenkins

SMALL SCHOOL SUCCESS



They may not come from big-time schools in major NCAA conferences, but their NFL contributions cannot go unnoticed. Productive players from small schools are proof-positive of the old adage, "If you can play, the NFL will find you."

Pro Bowl guard **JAHRI EVANS** (left) from the Super Bowl champion New Orleans Saints was drafted in the fourth round in 2006 out of Bloomsburg University in Pennsylvania, and felt he had to adjust to the mental aspect of the game when entering the league.

"Coming from Bloomsburg where there wasn't much terminology – the playbook isn't as large or complex – was definitely a change for me," says Evans. "But I had a lot of older guys who directed me the right way. They helped mold me and they directed me down the right path to become a good player."

Following is a sampling of some of the most productive and high-profile small-school stars in the NFL today:

PLAYER, TEAM	COLLEGE	CAREER HIGHLIGHT
DE Jared Allen, Min.	Idaho State	Three-time All-Star; 44.5 sacks in past three seasons
WR Miles Austin, Dal.	Monmouth	Named to 2010 Pro Bowl; finished third in NFL with 1,320 yards
C Matt Birk, Bal.	Harvard	Six-time All-Star; 2008 Walter Payton Man of the Year finalist
TE Kevin Boss, NYG	Western Oregon	Starting TE for NYG in Super Bowl XLII; 11 TDs in 2008-09
S Nick Collins, GB	Bethune-Cookman	Named to 2009 Pro Bowl; 13 interceptions in 2008-09
WR Marques Colston, NO	Hofstra	285 career receptions; NFL-record 168 in first two seasons
LB Zak DeOssie, NYG	Brown	Named to 2009 Pro Bowl as long snapper
WR Donald Driver, GB	Alcorn State	647 career receptions, most in Green Bay Packers history
G Jahri Evans, NO	Bloomsburg	Named to 2010 Pro Bowl; has started all 64 career games
CB Cortland Finnegan, Ten.	Samford	Named to 2009 Pro Bowl; five interceptions each in 2008-09
QB Joe Flacco, Bal.	Delaware	First rookie QB in NFL history to win two playoff games in 2008
LB London Fletcher, Was.	John Carroll	Named to 2010 Pro Bowl; has over 1,050 career tackles
WR Pierre Garcon, Ind.	Mount Union	Had 765 receiving yards in second NFL season
CB Al Harris, GB	Texas A&M-Kingsville	Two-time All-Star over 12 NFL seasons
RB Fred Jackson, Buf.	Coe	Had 2,516 total yards in 2009, fourth-best ever in single-season
QB Tarvaris Jackson, Min.	Alabama State	Started 17 games in past three seasons (10-7)
WR Vincent Jackson, SD	Northern Colorado	Named to 2010 Pro Bowl; has two career 1,000-yard seasons
WR Jacoby Jones, Hou.	Lane	Top 10 in punt return average in all three NFL seasons
S Danieal Manning, Chi.	Abilene Christian	Led NFL in yards per kickoff return (29.7) in 2008
CB Rashean Mathis, Jax.	Bethune-Cookman	Named to 2007 Pro Bowl; has 28 career interceptions
DE Robert Mathis, Ind.	Alabama A&M	Selected to two consecutive Pro Bowls; 21 sacks in 2008-09
CB Terrence McGee, Buf.	Northwestern State (LA)	Named to 2005 Pro Bowl; has 17 career INTs in 81 starts
P Brian Moorman, Buf.	Pittsburg (KS)	Selected to 2006 and 2007 Pro Bowls
WR Sean Morey, Sea.	Brown	Named to 2009 Pro Bowl as special teamer
WR Terrell Owens, *	UT-Chattanooga	Six-time All-Star; 14,951 yards on 1,006 career catches
CB Dominique Rodgers-Cromartie, Arz.	Tennessee State	Named to 2010 Pro Bowl; had career-high six INTs in 2009
QB Tony Romo, Dal.	Eastern Illinois	Three-time All-Star; 88 TD passes in past three seasons
T Michael Roos, Ten.	Eastern Washington	Named to 2009 Pro Bowl; has started all 80 career games
RB Mike Sellers, Was.	Walla Walla CC	Named to 2009 Pro Bowl
S Darren Sharper, NO	William & Mary	Five-time All-Star; led NFL with nine INTs (three TDs) in 2009
CB Charles Tillman, Chi.	Louisiana-Lafayette	Has started 94 games in seven NFL seasons; 22 career INTs
K Adam Vinatieri, Ind.	South Dakota State	Two-time All-Star; four Super Bowl victories
RB Derrick Ward, TB	Ottawa (KS)	Career-high 1,025 rushing yards in 2008
FB Leonard Weaver, Phi.	Carson-Newman	Named to 2010 Pro Bowl
RB Brian Westbrook, *	Villanova	Two-time All-Star; 10,770 career all-purpose yards

* Free agent; Subject to developments.



Miles Austin



London Fletcher



Rashean Mathis



QUARTERBACKS OF THE FUTURE

The success of a team hinges on the production at the quarterback position.

So says **GIL BRANDT**, who oversaw the Dallas Cowboys' personnel department for 29 years and currently shares his gridiron knowledge as a senior analyst for NFL.com.

"The NFL is a quarterback-driven league and we have an abundance of elite quarterbacks under center in 2010," Brandt says. "Quarterbacks are so much better prepared these days. The position is stronger than ever."

Brandt, who also visits college campuses for draft analysis on NFL.com, sees plenty of quarterback talent coming up the pike.

"This senior quarterback class at the collegiate level is a good one this year," says Brandt. "I think a number of guys from that group can eventually be starting QBs in the National Football League."

Following are Brandt's choices for the top QBs in college today (listed alphabetically):

QUARTERBACK, COLLEGE	HT/ WT	BRANDT'S ANALYSIS
Jerrold Johnson , Texas A&M	6-5/240	<i>"Passed for 3,579 yards and 30 TDs last year. He is very athletic and has a strong arm. He registered eight rushing touchdowns in 2009. Played on Texas A&M's basketball team in 2006."</i>
Case Keenum , Houston	6-2/210	<i>"Accuracy is the name of his game. He's a control quarterback that can place the ball in the right places. He had 700 pass attempts and set a school single-season record with 5,671 passing yards last year and added 44 TD passes."</i>
Jake Locker , Washington	6-3/225	<i>"He's extremely well-coached. He's a run-first quarterback with a very strong arm. He's a great athlete who throws a 95 mph fastball. He signed a baseball contract with the Los Angeles Angels in 2009."</i>
Andrew Luck , Stanford	6-4/234	<i>"His father, Oliver Luck, played quarterback for the Houston Oilers from 1983-86. He is a very intelligent quarterback with good accuracy."</i>
Ryan Mallett , Arkansas	6-6/240	<i>"Had 3,627 passing yards with 30 TD passes in 2009. Has great size and unbelievable arm strength."</i>
Christian Ponder , Florida State	6-3/227	<i>"He runs a pro-style offense very effectively. Had 2,717 passing yards with 14 TD passes in 2009. Already completed his undergraduate degree in finance and earned his MBA and will be halfway through a master's degree in sports management this fall."</i>
Terrelle Pryor , Ohio State	6-6/235	<i>"He is an outstanding athlete. He passed for 2,094 yards with 30 TDs in 2009. He also rushed for 779 yards and seven touchdowns."</i>

BRANDT'S HONORABLE MENTIONS: Andy Dalton, TCU; Patrick Devlin, Delaware; Nathan Enderle, Idaho; Ricky Stanzi, Iowa; Tyrod Taylor, Virginia Tech.

The talent pool will only deepen with these five high school seniors, rated in order of talent by CBS College Sports Network recruiting expert **TOM LEMMING**:

QUARTERBACK	HT/WT	HIGH SCHOOL	LEMMING'S ANALYSIS
Braxton Miller	6-3/200	Wayne (OH)	<i>"He's a spread-offense quarterback. Has a real good arm and great running skills. He can do it all."</i>
Christian LeMay	6-3/195	Butler (NC)	<i>"He is a pro-style quarterback with a great arm. He's a prolific passer at a prolific high school."</i>
Kiehl Frazier	6-3/210	Shiloh Christian (AR)	<i>"A very good spread-offense quarterback. He has the ability to run and throw. Has a knack for making defenders miss."</i>
Bubba Starling	6-5/200	Gardner-Edgerton (KS)	<i>"He has a great arm. Some people are projecting him to be a first-round pick in baseball next year. He is a big-time athlete."</i>
Marquise Williams	6-4/220	Mallard Creek (NC)	<i>"A very good passer and a good athlete. He can be a real physical player if decides to tuck the ball and run. Has great size."</i>

LEMMING'S HONORABLE MENTIONS: Jeff Driskel, Hagerty (FL); Cody Kessler, Centennial (CA); Max Wittek, Mater Dei (CA).

MR. IRRELEVANT GOES TO NEWPORT BEACH



It seems as though everybody roots for the underdog, but former San Francisco 49ers wide receiver **PAUL SALATA** (left; in center at podium) actually decided to *celebrate* the underdog. In 1976, Salata founded “Irrelevant Week,” a week-long celebration centered on “Mr. Irrelevant,” the tongue-in-cheek title bestowed annually upon the last pick of the NFL Draft.

Each year in June, “Mr. Irrelevant” and his family are invited to spend a week in Newport Beach where they are treated to activities such as a day at Disneyland and the Lowsman Trophy Banquet (a parody of the Heisman Trophy) among other events.

This year’s “Mr. Irrelevant” is wide receiver/punt returner **TIM TOONE** (below), who was selected with the 255th pick by the Detroit Lions. He has taken the recognition in stride.

“I think it’s amazing that they do all this for someone for no reason at all,” says Toone.

The Lions’ fan base has already taken a liking to Toone, a fact that has not been lost on his new head coach.

“(Linebacker) **ZACK FOLLETT** is going to have some competition for the fans’ new favorite player,” says **JIM SCHWARTZ**. “There’s a new cult hero in Detroit and that’s Tim Toone.”

Toone hopes he can emulate the success of Kansas City Chiefs kicker **RYAN SUCCOP**, who was last year’s “Mr. Irrelevant.” Succop set a Chiefs rookie record with 25 field goals made in 2009.

“It was an absolute blast,” says 2008 Mr. Irrelevant and St. Louis Rams linebacker **DAVID VOBORA** of “Irrelevant Week.” “There’s no other way to explain it. It was like living a dream life. We got to take part in things that most people wish they could do in their lifetime.

“And you know what? The distinction helped get me here. So, I’m proud to have been ‘Mr. Irrelevant.’”



Several notable “Mr. Irrelevants” (active players in *italics*):

MR. IRRELEVANT	YEAR DRAFTED/TEAM	NOTES
<i>WR-PR Tim Toone, Detroit Lions</i>	2010 Detroit Lions	<i>35th Mr. Irrelevant. First Lions Mr. Irrelevant since Ramzee Robinson in 2007.</i>
<i>K Ryan Succop, Kansas City Chiefs</i>	2009 Kansas City Chiefs	<i>Set Chiefs rookie record with 25 field goals made in 2009.</i>
<i>LB David Vobora, St. Louis Rams</i>	2008 St. Louis Rams	<i>Has appeared in 20 games with 11 starts in two NFL seasons.</i>
<i>S Ramzee Robinson, Washington Redskins</i>	2007 Detroit Lions	<i>Has appeared in 26 games in three NFL seasons for the Lions, Eagles and Browns.</i>
WR Ryan Hoag	2003 Oakland Raiders	Signed with Jaguars after spending time with Giants, Redskins and Vikings. Appeared on ABC’s “The Bachelorette” in 2008.
S Mike Green	2000 Chicago Bears	Started 48 games for Bears, Seahawks and Redskins in eight NFL seasons.
FB Jim Finn	1999 Chicago Bears	Played six NFL seasons for Colts and Giants totaling 45 career starts.
LB Marty Moore	1994 New England Patriots	Played eight NFL seasons and became first “Mr. Irrelevant” to appear in the Super Bowl (XXXI with Patriots).
C Matt Elliott	1992 Washington Redskins	Started 14 games on inaugural Carolina Panthers team. Made 32 career starts.
QB Bill Kenney*	1978 Miami Dolphins	Made the Pro Bowl in 1984 with the Chiefs and later became a Missouri State Senator.
WR Kelvin Kirk	1976 Pittsburgh Steelers	First annual “Mr. Irrelevant.” Played seven years in CFL and later worked for the <i>Ottawa Citizen</i> .

*Kenney was named as a replacement for Lee Washburn who could not attend training camp due to a back injury.



ACTIVE STATISTICAL LEADERS ENTERING 2010

TOP 10 ACTIVE PASSERS

(1,000 or more attempts)

	<u>Yrs.</u>	<u>Att.</u>	<u>Comp.</u>	<u>Pct.</u> <u>Comp.</u>	<u>Yards</u>	<u>TD</u>	<u>INT</u>	<u>Rating</u>
1. Aaron Rodgers, G.B.	5	1,136	726	63.9	8,801	59	21	97.2
2. Philip Rivers, S.D.	5	1,914	1,207	63.1	14,951	106	45	95.8
3. Tony Romo, Dal.	6	1,857	1,178	63.4	15,045	107	55	95.6
4. Peyton Manning, Ind.	12	6,531	4,232	64.8	50,128	366	181	95.2
5. Tom Brady, N.E.	10	4,218	2,672	63.3	30,844	225	99	93.3
6. Drew Brees, N.O.	9	4,164	2,697	64.8	30,646	202	110	91.9
7. Ben Roethlisberger, Pit.	6	2,411	2,697	63.3	19,302	127	81	91.7
8. Matt Schaub, Hou.	6	1,413	923	65.3	11,087	59	40	91.3
9. Chad Pennington, Mia.	10	2,469	1,631	66.1	17,804	102	64	90.1
10. Carson Palmer, Cin.	6	2,631	1,662	63.2	18,724	128	80	87.9

TOP 10 ACTIVE RUSHERS

	<u>Yr.</u>	<u>Att.</u>	<u>Yards</u>	<u>TD</u>
1. LaDainian Tomlinson, NYJ	9	2,880	12,490	138
2. Fred Taylor, N.E.	12	2,491	11,540	66
3. Jamal Lewis, *	9	2,542	10,607	58
4. Clinton Portis, Was.	8	2,176	9,696	73
5. Thomas Jones, K.C.	10	2,280	9,217	62
6. Ricky Williams, Mia.	9	2,164	8,892	62
7. Steven Jackson, St.L.	6	1,548	6,707	41
8. Larry Johnson, Was.	7	1,421	6,219	55
9. Brian Westbrook, *	8	1,308	5,995	37
10. Willis McGahee, Bal.	7	1,441	5,787	50

TOP 10 ACTIVE PASS RECEIVERS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>TD</u>
1. Terrell Owens, *	14	1,006	14,951	144
2. Tony Gonzalez, Atl.	13	999	11,807	82
3. Randy Moss, N.E.	12	926	14,465	148
4. Torry Holt, N.E.	11	920	13,382	74
5. Hines Ward, Pit.	12	895	10,947	78
6. Derrick Mason, Bal.	13	863	11,089	59
7. Joey Galloway, Was.	15	689	10,777	77
8. Chad Ochocinco, Cin.	9	684	9,952	62
9. Reggie Wayne, Ind.	9	676	9,393	63
10. Laveranues Coles, *	10	674	8,609	49

TOP 10 ACTIVE SCORERS

	<u>Yrs.</u>	<u>TD</u>	<u>FG</u>	<u>PAT</u>	<u>TP</u>
1. Matt Stover, *	19	0	471	591	2,004
2. Jason Hanson, Det.	18	0	427	554	1,835
3. John Kasay, Car.	19	0	408	507	1,731
4. Adam Vinatieri, Ind.	14	0	338	514(1#)	1,530
5. Ryan Longwell, Min.	13	0	322	536	1,502
6. Olindo Mare, Sea.	13	0	303	405	1,314
7. David Akers, Phi.	12	0	262	396	1,182
8. Kris Brown, Hou.	11	0	252	347	1,103
9. Joe Nedney, S.F.	14	0	245	328	1,063
10. Jay Feely, Ari.	9	0	231	320	1,013

Two-point conversions

TOP 10 ACTIVE INTERCEPTORS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>TD</u>
1. Darren Sharper, N.O.	13	63	1,412	11
2. Ty Law, *	15	53	828	7
3. Champ Bailey, Den.	11	46	446	4
Ed Reed, Bal.	8	46	1,255	6
5. Charles Woodson, G.B.	12	45	785	9
7. Dre' Bly, Det.	11	43	652	5
7. Ronde Barber, T.B.	13	37	653	7
8. Brian Dawkins, Den.	14	36	515	2
9. Walt Harris, Bal.	14	35	332	4
Asante Samuel, Phi.	7	35	494	4

TOP 10 ACTIVE SACKERS

	<u>Yrs.</u>	<u>No.</u>
1. Jason Taylor, NYJ	13	127.5
2. Joey Porter, Ari.	11	92.0
3. Trevor Pryce, Bal.	13	90.0
4. John Abraham, Atl.	10	89.5
5. Leonard Little, *	12	87.5
6. Greg Ellis, *	12	84.0
Dwight Freeney, Ind.	8	84.0
8. Julius Peppers, Chi.	8	81.0
9. Aaron Schobel, Buf.	9	78.0
10. Jevon Kearse, *	11	74.0

TOP 10 ACTIVE PUNTERS

(50 or more punts)

	<u>Yrs.</u>	<u>Punts</u>	<u>Avg.</u>	<u>Lg.</u>
1. Shane Lechler, Oak.	10	778	47.3	73
2. Brett Kern, Ten.	2	110	46.0	67
3. Donnie Jones, St.L.	6	449	45.5	80
4. Jon Ryan, Sea.	4	310	45.3	72
5. Mat McBriar, Dal.	6	371	45.0	75
6. Andy Lee, S.F.	6	554	44.9	82
7. Brandon Fields, Mia.	3	226	44.5	71
8. Ben Graham, Ari.	5	335	44.4	69
9. Chris Kluwe, Min.	5	391	44.4	70
10. Pat McAfee, Ind.	1	64	44.3	60

TOP 5 ACTIVE KICKOFF RETURNERS

(40 or more returns)

	<u>Yrs.</u>	<u>No.</u>	<u>Yds.</u>	<u>Avg.</u>	<u>TD</u>
1. Clifton Smith, T.B.	2	67	1,894	28.3	1
2. Leodis McKelvin, Buf.	2	57	1,589	27.9	1
3. Danieal Manning, Chi.	4	68	1,895	27.9	1
4. Percy Harvin, Min.	1	42	1,156	27.5	2
5. Ellis Hobbs, Phi.	5	125	3,394	27.2	3

TOP 5 ACTIVE PUNT RETURNERS

(40 or more returns)

	<u>Yrs.</u>	<u>No.</u>	<u>Yds.</u>	<u>Avg.</u>	<u>TD</u>
1. Roscoe Parrish, Buf.	5	118	1,445	12.2	3
2. Clifton Smith, T.B.	2	46	556	12.1	1
3. Quan Cosby, Cin.	1	40	474	11.9	0
4. Santana Moss, Was.	9	112	1,268	11.3	3
5. Devin Hester, Chi.	4	145	1,636	11.3	7

* Free agent; subject to developments

2010 NEW COACHES QUESTIONNAIRES

PETE CARROLL – SEATTLE SEAHAWKS

HOBBIES: Fly fishing, playing hoops, stand-up paddling & boogie boarding...

LAST BOOK READ (& AUTHOR): "Outliers" by Malcolm Gladwell...

FAVORITE MOVIE: "Forrest Gump"... **FAVORITE FOOD:** Waffles & pancakes because of the syrup...

FAVORITE VACATION SPOT: Hawaii...

FAVORITE COLLEGE TOWN: Chapel Hill, NC...

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: San Francisco 49ers...

FAVORITE ATHLETE AS A CHILD: Willie Mays...

FAVORITE STADIUM OTHER THAN YOUR OWN, AND WHY: The Rose Bowl because of the Rose Bowl

Championships... **FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN:** Old San Diego Chargers...

FAVORITE OTHER SPORT: Basketball... **PERSON YOU'D MOST LIKE TO MEET:** President Barack Obama...

PERSON WHO INFLUENCED YOU THE MOST: My mother... **BEST ADVICE EVER RECEIVED:** "Be yourself"...

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Ken Norton... **GREATEST OVERACHIEVER YOU'VE EVER COACHED:** Sean Morey...

BEST PURE ATHLETE YOU'VE EVER COACHED: Jerry Rice... **TOUGHEST PLAYER YOU'VE EVER COACHED:** Ronnie Lott...

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Troy Polamalu... **FUNNIEST PLAYER YOU'VE EVER COACHED:** Matt

Cassel... **TOUGHEST COACH YOU'VE EVER FACED:** Mike Ditka... **GREATEST TEAM YOU'VE EVER COMPETED**

AGAINST: 1985 Chicago Bears... **TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER:** NFC

Championship Game, Vikings vs. Redskins, 1987 season... **LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR**

AWAY: Superdome, Wild Card Playoff, Saints vs. Vikings, 1987 season... **MOST KNOWLEDGEABLE FOOTBALL WRITER**

YOU'VE EVER MET: Pat Kirwan... **MOST OVERRATED ASPECT OF FOOTBALL:** Pregame talks... **MOST UNDERRATED**

ASPECT OF FOOTBALL: Practice... **WHO HAS THE HARDEST JOB IN FOOTBALL:** Quarterback... **MOST EMBARRASSING**

FOOTBALL MOMENT: The "Fake Spike" play by Dan Marino, Jets vs. Dolphins, 1994.



CHAN GAILEY – BUFFALO BILLS

HOBBIES: Golf, racquetball, bass fishing... **FAVORITE COLLEGE TOWN:** Auburn,

AL... **WHICH NFL TEAM DID YOU FOLLOW AS A CHILD:** Atlanta Falcons...

FAVORITE OTHER SPORT: Baseball... **PERSON WHO INFLUENCED YOU THE**

MOST: My father and mother... **BEST ADVICE EVER RECEIVED:** "Plays are more fun

than fundamentals. However, fundamentals are more important than plays."... **BEST**

PURE ATHLETE YOU'VE EVER COACHED: Deion Sanders... **FUNNIEST PLAYER**

YOU'VE EVER COACHED, AND WHY: Fred McAfee, because of his great wit...

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Playing at

Indianapolis on Monday night.

WHAT TO LOOK FOR IN 2010

BILL BELICHICK, New England, needs 12 victories to pass Bud Grant (168), Paul Brown (170), Joe Gibbs (171) and Mike Holmgren (174) for 10th place all-time in career victories. In 15 seasons, Belichick has 163 career victories (see Shanahan note).

MIKE SHANAHAN, Washington, needs 10 victories to pass Bill Cowher (161) and Bill Belichick (163) for 14th place all-time in career victories. In 16 seasons, Shanahan has 154 career victories (see Belichick note).

JEFF FISHER, Tennessee, needs nine victories to become the 19th coach in NFL history to win 150 games. In 15 seasons, Fisher has 141 career victories.

NORV TURNER, San Diego, needs six victories to reach 100 for his career. In 12 seasons, Turner has 94 career victories.

EXCITEMENT ABOUND AS NEW COACHES TAKE OVER

Hiring a new head coach brings different staff members, game plans, formations and mentalities to a team's facility. It also causes a heightened buzz among the organization's fan base as supporters are eager to see what the next leader can accomplish.

In 2010, three franchises – the Buffalo Bills, Seattle Seahawks and Washington Redskins – embark on a highly-anticipated season after welcoming new head coaches this offseason.



BUFFALO BILLS HEAD COACH CHAN GAILEY:

Gailey begins his second head-coaching stint after being named the Bills' 15th head coach in franchise history. He owns over 30 years of coaching experience, including 15 seasons in the NFL and two years (1998-99) as the head coach of the Dallas Cowboys.

During his two seasons in Dallas, Gailey led the Cowboys to the playoffs both years and registered an 18-14 regular-season record (.563). In 1998, he became the first NFC East head coach to guide his team to a perfect 8-0 record in division play, charged by an offense that ranked in the NFL's top 10 in total offense, rushing, passing and scoring.

While offenses under his direction are often touted, Bills general manager **BUDDY NIX** explains that one of Gailey's best attributes is his vast understanding of all three phases of the game.

"Chan Gailey met more of the criteria than I ever thought we could find," says Nix. "He has won everywhere he's been. Very few times do you get an offensive-minded coach who has been a coordinator on defense, who has been a special teams coach in the NFL and who has been successful everywhere he's been."

At the beginning of his NFL career, Gailey spent three seasons (1985-87) as the Denver Broncos' special teams coordinator in addition to other duties. He has seven years (Denver 1989-90, Pittsburgh 1994-95, Miami 2000-01, Kansas City 2008) of experience as an NFL offensive coordinator and also spent two seasons (1981-82) as the defensive coordinator at Air Force.

SEATTLE SEAHAWKS HEAD COACH PETE CARROLL:

Carroll returns to the NFL head-coaching ranks after spending the past nine years (2001-09) as head coach of the University of Southern California. Carroll previously was the head coach of the New York Jets (1994) and New England Patriots (1997-99), whom he led to the playoffs twice. He finished his first four seasons at the helm of NFL teams with a 33-31 record (.516).

While at USC, Carroll directed the Trojans to one of the most successful eras in school history.

His success is matched by his upbeat approach, both of which were of the utmost importance when the Seahawks selected him to become their eighth head coach in club history.

"We are excited to add Pete Carroll as our coach," says Seahawks CEO **TOD LEIWEKE**. "He brings a great passion for winning and a positive attitude that is contagious."



Totaling 16 years of NFL experience, Carroll began his NFL career as a defensive backs coach for the Buffalo Bills (1984) and Minnesota Vikings (1985-89). He then moved on to become a defensive coordinator for the Jets (1990-93) and San Francisco 49ers (1995-96).



WASHINGTON REDSKINS HEAD COACH MIKE SHANAHAN:

While it may be his first season in the NFC with the Redskins, Shanahan is no stranger to NFL success. He enters his new job in Washington having won two Super Bowls (XXXII & XXXIII with Denver) and compiling a 154-103 overall record (.615) during his first 16 seasons as a head coach. He previously served as head coach for the Los Angeles Raiders (1988-89) and Denver Broncos (1995-2008).

Shanahan, whose 146 regular season victories rank 17th in NFL history and second among active coaches, is one of five current head coaches to win a Super Bowl and one of only two (New England's **BILL BELICHICK**) with multiple league titles. He is also one of only six coaches in NFL annals to lead his team to back-to-back Super Bowl victories.

With Shanahan's decorated history, the Redskins are confident they selected the right person to become the franchise's 28th head coach.

"We were looking for a man who is passionate about football, passionate about the Redskins' history, someone who had a good winning record and someone who could lead our team on and off the field, lead our coaches on and off the field, to the greatest heights," says Redskins Executive Vice President/General Manager **BRUCE ALLEN**. "We got our man."

Shanahan began his NFL career as Denver's wide receivers coach in 1984 and was the club's offensive coordinator from 1985-87. After his first head coaching job with the Raiders, he returned to the Broncos as the quarterbacks coach (1989-1991) before becoming San Francisco's offensive coordinator (1992-94). In 1994, the 49ers' offense led the league in total yards and set multiple offensive records en route to winning Super Bowl XXIX.

BILL WALSH NFL MINORITY COACHING FELLOWSHIP



Established in 1987, the **BILL WALSH NFL MINORITY COACHING FELLOWSHIP** provides NFL training camp positions to minority coaches every year. The program, which was named after the man who conceived the idea – late Pro Football Hall of Fame head coach **BILL WALSH** – exposes talented minority college coaches to the methods and philosophies of summer NFL training camps. Walsh introduced the concept to the league in 1987 when he brought a group of minority coaches into his San Francisco 49ers' training camp.

Cincinnati Bengals head coach **MARVIN LEWIS** (left), who was named NFL Coach of the Year by The Associated Press last season, interned with the San Francisco 49ers (1988) and the Kansas City Chiefs (1991) and is a huge endorser of the program.

"My opportunity with the fellowship was a great exposure to new ideas," says Lewis. "It was just so valuable to coach alongside the San Francisco 49ers' staff on a daily basis, seeing the quality and expertise that go into every aspect of NFL coaching. The things I learned then, that I still apply today are most notably in the areas of scheduling and attention to detail. I hope our coaches that we've hosted in the fellowship are learning some of the same valuable things from our staff."

Lewis is one of four current NFL head coaches – **RAHEEM MORRIS** (Tampa Bay Buccaneers), **LOVIE SMITH** (Chicago Bears) and **MIKE TOMLIN** (Pittsburgh Steelers) are the others – who are graduates of the program.

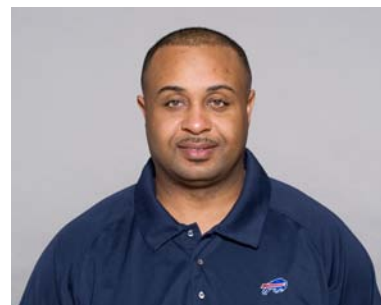
"I left that internship committed to coaching in the league because it was such a positive experience," says Tomlin, who is entering his fourth season as the head coach of the Steelers.

Active NFL head coaches who are graduates of the Bill Walsh NFL Minority Coaching Fellowship:

HEAD COACH	TEAM	INTERNSHIP/COLLEGE
Marvin Lewis	Cincinnati	1988 with San Francisco/New Mexico
		1991 with Kansas City/Pittsburgh
Raheem Morris	Tampa Bay	2001 with New York Jets/Hofstra
Lovie Smith	Chicago	1988 with Arizona/Wisconsin
Mike Tomlin	Pittsburgh	2000 with Cleveland/Cincinnati

The program has tutored more than 1,500 minority coaches through the years and has grown to the point that now every NFL team participates during training camp.

Newly hired Buffalo Bills offensive coordinator and running backs coach **CURTIS MODKINS** (right) participated in the program with the Philadelphia Eagles (1997), Dallas Cowboys (1999) and Pittsburgh Steelers (2005). During Modkins' internship with Dallas in 1999, he established a relationship with current Bills head coach **CHAN GAILEY**, who was the Cowboys head coach at the time.



"I feel that it's a great program," says Modkins. "Obviously it has meant the world to me. It gave me an opportunity to first of all learn a lot of football and put me in a network of people in this league that eventually gave me an opportunity to do what I'm doing today. I think it's a critical program and I think what the league is doing is great."

2010 NFL MINORITY HEAD COACHES, ASSISTANT HEAD COACHES & COORDINATORS

Keith Armstrong, Atlanta, Special Teams	John Mitchell, Pittsburgh, Assistant Head Coach
Todd Bowles, Miami, Assistant Head Coach	Curtis Modkins, Buffalo, Offense
Frank Bush, Houston, Defense	Raheem Morris, Tampa Bay, Head Coach
Jim Caldwell, Indianapolis, Head Coach	Winston Moss, Green Bay, Assistant Head Coach
Maurice Carthon, Kansas City, Assistant Head Coach	Jimmy Raye, San Francisco, Offense
Romeo Crennel, Kansas City, Defense	Ron Rivera, San Diego, Defense
George Edwards, Buffalo, Defense	Clarence Shelmon, San Diego, Offense
Perry Fewell, New York Giants, Defense	Mike Singletary, San Francisco, Head Coach
Leslie Frazier, Minnesota, Assistant Head Coach	Jim Skipper, Carolina, Assistant Head Coach
Hue Jackson, Oakland, Offense	Lovie Smith, Chicago, Head Coach
Marvin Lewis, Cincinnati, Head Coach	Mike Tomlin, Pittsburgh, Head Coach
Richard Mann, Tampa Bay, Assistant Head Coach	Mel Tucker, Jacksonville, Defense
Ron Meeks, Carolina, Defense	Bobby Turner, Denver, Assistant Head Coach

ROOKIE HEAD COACHES ENJOYED SUCCESS



In 2008, three rookie head coaches – Baltimore's **JOHN HARBAUGH**, Atlanta's **MIKE SMITH** and Miami's **TONY SPARANO** – raised the bar as they reached the playoffs in their first season. Last year, another trio of first-year NFL head coaches experienced success with two guiding their clubs to the postseason.

For the first time in NFL history, a Conference Championship Game featured two rookie head coaches – Indianapolis' **JIM CALDWELL** (left) and the New York Jets' **REX RYAN** (below) – as the Colts and Jets met in last year's AFC title game. With Indianapolis' 30-17 victory, Caldwell became only the fifth rookie head coach to lead his club to the Super Bowl.

Setting up their Super Bowl run, the Colts posted an NFL-best 14-2 record in the regular season, winning their first 14 contests. With that opening streak, Caldwell became the first rookie head coach in league history to begin his career with a 14-0 record.

Indianapolis boasted one of the AFC's top offenses last season, finishing in the top five in total offense (363.1 yards/game), passing offense (282.2 yards/game) and scoring (26.0 points/game). Quarterback **PEYTON MANNING**, the 2009 NFL MVP, finished with a passer rating of at least 95.0 for the seventh consecutive season (2003-09), a mark that he first reached one year after Caldwell joined the Colts' offensive staff in 2002.

Ryan led the Jets to a 9-7 record and two postseason road victories during his rookie season. After serving as Baltimore's defensive coordinator from 2005-08, he relied heavily on an aggressive defense in 2009 and led the Jets to the team's first AFC Championship Game since 1998.

One year after the Jets' defense finished 29th against the pass, Ryan led a unit that allowed the fewest passing yards per game (153.7) in the NFL. Ryan's defense also ended 2009 as the NFL's top unit in yards allowed per game (252.3) and points allowed per game (14.8).

Broncos rookie head coach **JOSH MC DANIELS** also benefited from a strong defense and opened his coaching career with six wins, making Caldwell and McDaniels the first pair of rookie head coaches since 1970 to each start a season 6-0. Denver jumped out to its perfect start by allowing an NFL-low 11.0 points per game through Week 6.



The Broncos in 2009 ranked third in the league against the pass (186.3 yards/game) and seventh in both net yards allowed per game (315.0) and yards allowed per play (5.0). The defense featured three Pro Bowl players in 2009, including linebacker **ELVIS DUMERVIL**, who led the league in sacks (17.0).

SPECIAL COACHING



There is a reason the third phase of the game is called "special teams." A superior special teams unit is important to controlling field position, a battle that can set up short scoring drives or pin an offense against its own goal line.

The Philadelphia Eagles, who owned the best punt return average (13.5 yards per punt return) last season, have benefited from special teams coordinator **BOBBY APRIL**'s (left) unique coaching style and All-Star wide receiver and return specialist **DE SEAN JACKSON**'s vision and speed in the open field. Jackson averaged a league-best 15.2 yards per punt return last year and was one of only two players (Dallas' **PATRICK CRAYTON**) to record multiple punt-return touchdowns, one of which marked an NFL season-long 85-yard score.

April (left) believes in a three-phase approach to coaching special teams, separating his players' development into teaching, technique and testing.

"Kind of like karate, you need to learn all of the (special teams) techniques before you jump into the fight," says April. "There is a tremendous amount of learning that goes on. When they feel comfortable about what to do, you teach them how to do it."

With typically fewer practice repetitions being dedicated to special teams than other areas, efficient teaching is extremely important. Special teams may constitute only a handful of plays during a game, but those key moments could easily decide a contest's outcome.



Below are the teams with the best kick and punt return averages in 2009:

BEST KICK RETURN AVERAGES					
TEAM	KR	YARDS	AVG	LG	TD
Tampa Bay	62	1,630	26.3	97T	1
Baltimore	59	1,547	26.2	95T	1
Chicago	80	1,999	25.0	102T	1
New Orleans	57	1,393	24.4	97T	1
New York Jets	44	1,074	24.4	106T	1

BEST PUNT RETURN AVERAGES					
TEAM	PR	YARDS	AVG	LG	TD
Philadelphia	35	471	13.5	85T	2
Cincinnati	40	474	11.9	60	0
Cleveland	39	456	11.7	67T	1
Tampa Bay	40	462	11.6	77T	1
New England	38	432	11.4	69	0

“TAKE CARE OF THE LITTLE THINGS, AND THE BIG THINGS WILL TAKE CARE OF THEMSELVES”

The AFC champion Indianapolis Colts view this message outside of their locker room at the Indiana Farm Bureau Football Center.

Many NFL teams post messages or quotations like this in their facilities to provide added motivation and inspiration to their players and coaches. The messages cover everything from basic work ethic to philosophical mindsets.

Below is a sampling of quotes that hang on the walls of NFL facilities:

TEAM	MOTIVATIONAL MESSAGE
Arizona Cardinals	“Get Your Mind Right” – Cardinals strength and conditioning coach John Lott
Baltimore Ravens	“Work Hard, Stay Loose, Stay Focused, Be Accountable, Take Care of One Another”
Buffalo Bills	“Individuals play the game, but teams win championships.”
Chicago Bears	“If you want something you have never had, you must be willing to do something you have never done.”
Cincinnati Bengals	“Why do we dread adversity when we know that facing it is the only way to become stronger, smarter, better?” – John Wooden
Cleveland Browns	“Training prepares you for the expected. Education prepares you for the unexpected.”
Green Bay Packers	“Train Like Champions, Play Like Champions”
Indianapolis Colts	“Take care of the little things, and the big things will take care of themselves.”
Miami Dolphins	“If great performance was easy, it wouldn’t be rare.”
Minnesota Vikings	“A good leader inspires other men with confidence in him. A great leader inspires them with confidence in themselves.”
Philadelphia Eagles	“Caesar’s army was so well trained in the winter, that their self-mastery was mastery over others when they marched in the spring.” – George S. Patton “Preparing for Conquest”
San Diego Chargers	“Go look at a stonecutter hammering away at his rock, perhaps as much as a hundred times without so much as a crack showing in it, yet at the hundred and first blow it will split in two, and I know it was not that last blow that did, but all that had gone before.” – Jacob Riis
San Francisco 49ers	“We’re building champions here! One day at a time. We succeed together!”

