



INFORMATION GUIDE



Own the Moment

CELEBRATING THE

AFL'S 50TH SEASON





FOR USE AS DESIRED
7/16/09



UNPREDICTABLE NFL!

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THE NFL... HOPE IS ALIVE!

Every year the NFL is full of excitement and surprise. Take the 2008 season, for example.

Scoring was at a 43-year high (44.1 points per game)...teams turned things around and made the playoffs...rookie first-round quarterbacks started from Week 1 under rookie head coaches and went to the playoffs...Pittsburgh's Super Bowl victory...**LARRY FITZGERALD**'s amazing playoff performance and Arizona's run to the Super Bowl...**DREW BREES** put on a weekly aerial show...rookie running backs took over offenses...dominating, shut-down defenses...and it all came down to Week 17 with half the divisions still to be clinched!



And that's the NFL year after year. There's just no predicting what is going to happen.

"From one week to the next in this league, things can change," says Kansas City Chiefs quarterback **MATT CASSEL** (left).

The 2009 season should be no different. Every team enters the new year with hope!

Last season, seven teams – Arizona, Atlanta, Baltimore, Carolina, Miami, Minnesota and Philadelphia – made the playoffs that were not in the postseason the year before. That marked the 13th consecutive season in which at least five teams (out of 12) accomplished the feat.

| <u>SEASON</u> | <u>PLAYOFF TEAMS NOT IN PREVIOUS SEASON'S PLAYOFFS</u> |
|---------------|---|
| 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) |

Four of the teams – Miami (10-game improvement), Atlanta (7), Baltimore (6) and Carolina (5) – combined to show a 28-game win improvement from 2007 to 2008. The Dolphins tied 1999 Indianapolis for the biggest jump in wins (10) in history. "We shocked the world," says Miami linebacker **MATT ROTH**. "We shocked ourselves."



THE NFL IS SO UNPREDICTABLE THAT IN 2008...

- Nothing exhibits the unpredictability of the NFL more than the tightness of NFL games.

"You can't waste a game," says Carolina Panthers quarterback **JAKE DELHOMME**. "Every one is crucial."

In 2008, 14 percent were decided in the last two minutes or overtime. In 32 percent of the games, a potential game-winning/tying drive or actual game-winning drive took place within the 20-yard line with two minutes to go. Nearly half were decided by one score:

| <u>POINTS</u> | <u>GAMES</u> | <u>PCT.</u> |
|------------------|--------------|-------------|
| 8 or Less | 118 of 256 | 46.1% |
| 7 or Less | 115 of 256 | 44.9% |
| 3 or Less | 50 of 256 | 19.5% |

- There were six new division winners and the NFC was represented by a different team (Arizona) in the Super Bowl for the eighth consecutive season.
- The fans could not get enough. Football fans across America continued to tune their televisions to NFL games in huge numbers in 2008. According to Nielsen Media Research, 225 million Americans watched NFL games last season. That is nearly 100 million more than the record number of Americans who voted in the 2008 presidential election (131.2 million).



DIVISION TITLES UP FOR GRABS!

Unpredictable NFL? It sure seems that way!

In the seven 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.

“We feel very good about where the game is from the standpoint of competitiveness from top to bottom,” says **RICH MC KAY**, president of the Atlanta Falcons and co-chairman of the NFL Competition Committee.

“At the beginning of the season, no one probably expected it,” says Miami Dolphins running back **RICKY WILLIAMS** of the team’s 2008 AFC East title. “But we knew we had something special here.”

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

| <u>TEAM</u> | <u>PLAYOFF BERTHS</u> | <u>DIVISION TITLES</u> |
|-----------------|-----------------------|------------------------|
| Indianapolis | 7 | 5 |
| New England | 5 | 5 |
| Philadelphia | 5 | 4 |
| Pittsburgh | 5 | 4 |
| Seattle | 5 | 4 |
| New York Giants | 5 | 2 |
| Green Bay | 4 | 4 |
| San Diego | 4 | 4 |
| Tennessee | 4 | 2 |
| Tampa Bay | 3 | 3 |
| Baltimore | 3 | 2 |
| Carolina | 3 | 2 |
| Atlanta | 3 | 1 |
| Dallas | 3 | 1 |
| Denver | 3 | 1 |
| New York Jets | 3 | 1 |
| Chicago | 2 | 2 |
| Kansas City | 2 | 1 |
| Minnesota | 2 | 1 |
| St. Louis | 2 | 1 |
| Jacksonville | 2 | 0 |
| Washington | 2 | 0 |
| Arizona | 1 | 1 |
| Cincinnati | 1 | 1 |
| Miami | 1 | 1 |
| New Orleans | 1 | 1 |
| Oakland | 1 | 1 |
| San Francisco | 1 | 1 |
| Cleveland | 1 | 0 |

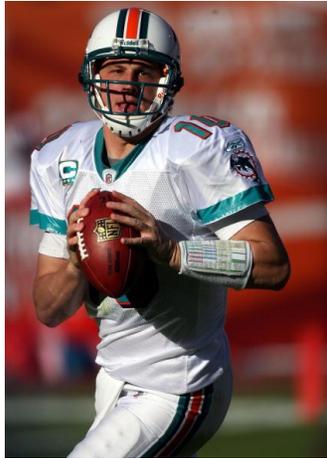
NEW LEADERSHIP ATOP DIVISIONS: In 2008, there were six new division winners, tying the record set in 2003. The Pittsburgh Steelers and San Diego Chargers were the only repeat division champions.

| | AFC EAST | AFC NORTH | AFC SOUTH | AFC WEST | NFC EAST | NFC NORTH | NFC SOUTH | NFC WEST |
|------|---------------------|------------------|-------------------------|-----------------|---------------------------|-------------------------|------------------------|-----------------------|
| 2007 | New England | Pittsburgh | Indianapolis | San Diego | Dallas | Green Bay | Tampa Bay | Seattle |
| 2008 | <i>Miami</i> | Pittsburgh | <i>Tennessee</i> | San Diego | <i>N.Y. Giants</i> | <i>Minnesota</i> | <i>Carolina</i> | <i>Arizona</i> |





TURNAROUND TEAMS



With the start of every new season comes hope. And that's the beauty of the NFL. Anything can happen!

So just because a team was at the bottom of its division one year, it doesn't mean it won't end up on top the next.

No team has illustrated that point better than the 2008 Miami Dolphins, who, after going 1-15 in 2007, won the AFC East with an 11-5 record last year. Their 10-win increase tied the NFL record for the biggest one-year improvement, set by the 1999 Indianapolis Colts.

"That's why fans love the NFL," says Miami quarterback **CHAD PENNINGTON** (left), the 2008 AP Comeback Player of the Year. "In any given year, your team can be the surprise team in the league."

Judging by the results of teams who staged big turnarounds from one year to the next, the Dolphins should be able to build on their newfound success and maintain momentum this year.

The Pittsburgh Steelers had a nine-win turnaround in 2004, going 15-1 after a 6-10 campaign the previous season. The Steelers followed that up in 2005 by going 11-5 and winning Super Bowl XL.

The biggest improvements in history in wins from one season to the next:

| YEAR | TEAM | RECORD | PREVIOUS RECORD | INCREASE | FOLLOWING SEASON RESULT |
|-------------|-----------------------|---------------|-----------------|------------|--------------------------------------|
| 2008 | Miami Dolphins | 11-5-0 | 1-15-0 | +10 | ??? |
| 1999 | Indianapolis Colts | 13-3-0 | 3-13-0 | +10 | 10-6, Advanced to Wild Card |
| 1929 | New York Giants | 13-1-1 | 4-7-2 | +9 | 13-4, Finished with most wins in NFL |
| 1963 | Oakland Raiders | 10-4-0 | 1-13-0 | +9 | 5-7-2, Missed playoffs |
| 1999 | St. Louis Rams | 13-3-0 | 4-12-0 | +9 | 10-6, Advanced to Wild Card |
| 2004 | Pittsburgh Steelers | 15-1-0 | 6-10-0 | +9 | 11-5, Won Super Bowl XL |



The Pittsburgh Steelers won Super Bowl XL one year after their nine-win turnaround.



STEELERS & TITANS KICK OFF SEASON ON THURSDAY, SEPTEMBER 10

It all gets going at Heinz Field on Thursday night, September 10!

That night, the NFL will kick off its 2009 season when the Super Bowl XLIII champion **PITTSBURGH STEELERS** host the **TENNESSEE TITANS** on NBC at 8:30 PM ET.

“You want to play the best,” says Steelers Chairman Emeritus **DAN ROONEY**. “And the Titans are pretty good.”

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

On Thursday, September 10 fans will be able to witness a celebration in Heinz Field preceded by a music and football celebration in downtown Pittsburgh.

This year’s opening game features two 2008 division winners. The Titans posted an NFL-best 13-3 record and won the AFC South, while the Steelers took the AFC North crown en route to their NFL-record sixth Super Bowl title. The two teams met last season in Week 16 with Tennessee defeating Pittsburgh 31-14.

“I’m excited about getting things started in 2009,” says Steelers coach **MIKE TOMLIN**. “Playing a quality opponent such as those guys makes preparation easier from my standpoint. I know it’s going to be an exciting atmosphere and environment for our fans. That’s what I’m most excited about.”



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 rushes for a touchdown and the Giants’ defense allows just 209 total yards as the defending Super Bowl champions defeat division-rival Washington. |

NFL KICKOFF 2009 SCHEDULE

THURSDAY, SUNDAY & MONDAY, SEPTEMBER 10, 13-14

(All times local PM)

Tennessee at Pittsburgh (Thurs., 8:30, NBC)
 Miami at Atlanta (1:00)
 Kansas City at Baltimore (1:00)
 Philadelphia at Carolina (1:00)
 Denver at Cincinnati (1:00)
 Minnesota at Cleveland (1:00)
 N.Y. Jets at Houston (12:00)
 Jacksonville at Indianapolis (1:00)

Detroit at New Orleans (12:00)
 Dallas at Tampa Bay (1:00)
 San Francisco at Arizona (1:15)
 Washington at N.Y. Giants (4:15)
 St. Louis at Seattle (1:15)
 Chicago at Green Bay (7:20, NBC)
 Buffalo at New England (Mon., 7:00, ESPN)
 San Diego at Oakland (Mon., 7:15, 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 442 teams which won openers...233 went to the playoffs (136 won division titles).

Of the 442 teams which lost openers...103 went to the playoffs (58 won division titles).

In 2008, eight of the 12 playoff teams – Arizona, Atlanta, Baltimore, Carolina, New York Giants, Philadelphia, Pittsburgh and Tennessee – were victorious on Kickoff Weekend.

“Hey, nobody said this was going to be easy,” says Miami Dolphins head coach **TONY SPARANO**, whose team lost on Kickoff Weekend last year and rebounded to win the AFC East. “Not in this league.”

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 | 31 | 17 | 1 | .646 | 4 | 4 | W-2 | Dallas | 33 | 15 | 1 | .688 | 17 | 5 | W-2 |
| Jacksonville | 9 | 5 | 0 | .643 | 6 | 2 | L-2 | Chicago | 50 | 34 | 5 | .595 | 9 | 6 | W-1 |
| San Diego | 28 | 21 | 0 | .571 | 6 | 6 | L-1 | N.Y. Giants | 47 | 32 | 5 | .595 | 4 | 3 | W-1 |
| Miami | 23 | 19 | 1 | .548 | 11 | 5 | L-3 | Green Bay | 49 | 36 | 3 | .576 | 5 | 6 | W-2 |
| Pittsburgh | 38 | 32 | 4 | .543 | 6 | 3 | W-6 | Minnesota | 27 | 20 | 1 | .574 | 5 | 3 | L-1 |
| Kansas City | 26 | 23 | 0 | .531 | 7 | 4 | L-3 | Detroit | 42 | 35 | 2 | .545 | 10 | 4 | L-1 |
| Tennessee | 26 | 23 | 0 | .531 | 4 | 3 | W-2 | St. Louis | 38 | 33 | 0 | .535 | 5 | 6 | L-2 |
| Indianapolis | 33 | 31 | 1 | .516 | 8 | 8 | L-1 | Atlanta | 23 | 20 | 0 | .535 | 5 | 3 | W-1 |
| New England | 25 | 24 | 0 | .510 | 6 | 3 | W-5 | San Francisco | 30 | 28 | 1 | .517 | 5 | 3 | L-1 |
| Oakland | 24 | 25 | 0 | .490 | 5 | 6 | L-6 | Washington | 37 | 36 | 4 | .507 | 6 | 5 | L-1 |
| Cleveland | 27 | 29 | 0 | .482 | 5 | 6 | L-4 | Carolina | 6 | 8 | 0 | .429 | 3 | 4 | W-2 |
| Cincinnati | 19 | 22 | 0 | .463 | 4 | 4 | L-1 | Arizona | 35 | 51 | 2 | .407 | 6 | 7 | W-1 |
| N.Y. Jets | 21 | 28 | 0 | .429 | 3 | 5 | W-1 | Philadelphia | 30 | 44 | 1 | .405 | 5 | 9 | W-1 |
| Houston | 3 | 4 | 0 | .429 | 2 | 3 | L-1 | Tampa Bay | 13 | 20 | 0 | .394 | 3 | 5 | L-3 |
| Buffalo | 20 | 29 | 0 | .408 | 6 | 5 | W-1 | New Orleans | 14 | 28 | 0 | .333 | 2 | 6 | W-1 |
| Baltimore | 5 | 8 | 0 | .385 | 2 | 4 | W-1 | Seattle | 11 | 22 | 0 | .333 | 3 | 8 | L-1 |

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 | 1-0 | Arizona | Ken Whisenhunt | 1-1 |
| Buffalo | Dick Jauron | 3-5 | Atlanta | Mike Smith | 1-0 |
| Cincinnati | Marvin Lewis | 2-4 | Carolina | John Fox | 4-3 |
| Cleveland | Eric Mangini | 2-1 | Chicago | Lovie Smith | 2-3 |
| Denver | Josh McDaniels | 0-0 | Dallas | Wade Phillips | 4-3 |
| Houston | Gary Kubiak | 1-2 | Detroit | Jim Schwartz | 0-0 |
| Indianapolis | Jim Caldwell | 0-0 | Green Bay | Mike McCarthy | 2-1 |
| Jacksonville | Jack Del Rio | 3-3 | Minnesota | Brad Childress | 2-1 |
| Kansas City | Todd Haley | 0-0 | New Orleans | Sean Payton | 2-1 |
| Miami | Tony Sparano | 0-1 | N.Y. Giants | Tom Coughlin | 8-5 |
| New England | Bill Belichick | 8-6 | Philadelphia | Andy Reid | 4-6 |
| N.Y. Jets | Rex Ryan | 0-0 | St. Louis | Steve Spagnuolo | 0-0 |
| Oakland | Tom Cable | 0-0 | San Francisco | Mike Singletary | 0-0 |
| Pittsburgh | Mike Tomlin | 2-0 | Seattle | Jim Mora | 3-0 |
| San Diego | Norv Turner | 4-7 | Tampa Bay | Raheem Morris | 0-0 |
| Tennessee | Jeff Fisher | 9-5 | Washington | Jim Zorn | 0-1 |



2009 KICKOFF WEEKEND NOTES

It's a special time, Kickoff Weekend, which begins on Thursday, September 10 this season in primetime on NBC when the Super Bowl champion Pittsburgh Steelers host the Tennessee Titans. It's when things start to count.

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



- The Super Bowl champion **PITTSBURGH STEELERS**, who host Tennessee in the spotlight Kickoff 2009 game on Thursday night, have won 38 openers, the most among AFC teams. The Steelers have won six consecutive openers, the longest current streak in the NFL. Pittsburgh has also won six consecutive home openers, the third-longest active streak in the league.

- The **CHICAGO BEARS** open the season at Green Bay in primetime on *Sunday Night Football* and have an NFL-best 50 wins on Kickoff Weekend. The Bears return home to Soldier Field in Week 2 to face Pittsburgh and have 60 wins in home openers, the most in the league. Chicago is 60-25-4 (.706) in openers at home, the second-best mark in the NFC.



- The **GREEN BAY PACKERS** have 49 wins on Kickoff Weekend and can tie Chicago (50) for the most all-time victories when they host the Bears on Sunday night. Green Bay's 46 wins in home openers are tied for the third-most. The Packers travel to St. Louis in Week 3 and have 50 wins in road openers, the most in NFL history. Green Bay has won three consecutive road openers, the longest current streak among NFC teams.

- The **NEW YORK GIANTS**, who open the season hosting Washington, have 47 wins in openers, the third-most in NFL history. New York is tied for third in league annals with 46 wins in home openers and the team's 47 wins in road openers rank second all-time. The Giants face Dallas in Week 2 on Sunday night in the opening game at the Cowboys' new stadium. New York has a 47-32-5 (.595) record in road openers, the second-best mark in the league.



- The **NEW ENGLAND PATRIOTS** have won 12 of their past 14 home openers, including a perfect 7-0 record at Gillette Stadium. The Patriots open the season at home on Monday night against Buffalo and aim for their eighth consecutive win in a home opener. New England has won five consecutive openers, the second-longest active streak.

- The **DALLAS COWBOYS** own a 33-15-1 (.688) 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 Tampa Bay, have the league's best record in road openers at 31-18 (.633). In Week 2, Dallas will host the New York Giants on Sunday night in the first game at Cowboys Stadium. Dallas is 34-14-1 (.708) in home openers, the best mark among NFC teams.



- The **INDIANAPOLIS COLTS**, who host Jacksonville on Kickoff Weekend, are 8-2 (.800) in their past 10 openers and have won five of their past six home openers. The Colts travel to Miami in Week 2 for a Monday-night contest and have won four road openers in a row, the longest current streak in the NFL.

- The **DENVER BRONCOS**, who open at Cincinnati, have won 15 of their past 20 openers and are 31-17-1 (.646) on Kickoff Weekend, the best mark in the AFC. The Broncos host Cleveland in Week 2 and have won nine consecutive home openers, the longest current streak in the NFL. Denver is 36-12-1 (.750) in home openers, the best mark in the league.



- The **MIAMI DOLPHINS**, who host Indianapolis on Monday night in Week 2, are 31-11-1 (.738) in home openers, the second-best mark in the NFL. The Dolphins open the season at Atlanta and have won 12 of their past 17 openers.

- The **OAKLAND RAIDERS**, who open the season at home against San Diego on Monday night, are 34-14-1 (.704) in home openers. The Raiders have won seven of their past 11 openers at home.



- The NFC champion **ARIZONA CARDINALS** host San Francisco on Kickoff Weekend, just the third time in the past 22 years the club has started the year at home. The Cardinals aim for their fourth consecutive win in a home opener.

• The **NEW YORK JETS** travel to Houston on Kickoff Weekend, marking the 37th time in the past 50 openers the club has started the season on the road.

- **HOME SWEET HOME:** The **DETROIT LIONS**, who host Minnesota in Week 2, have 48 wins in home openers, the second-most in NFL history...the **MINNESOTA VIKINGS**, who host San Francisco in Week 3, have won 17 of their past 22 openers at home...the **SAN FRANCISCO 49ERS**, who host Seattle in Week 2, have won 12 of their past 16 home openers ...the **KANSAS CITY CHIEFS**, who host Oakland in Week 2, have won 14 of their past 20 home openers...the **ST. LOUIS RAMS**, who host Green Bay in Week 3, have won 10 of their past 14 openers in St. Louis...the **SAN DIEGO CHARGERS**, who host Baltimore in Week 2, have won 10 of their past 16 openers at home...and the **SEATTLE SEAHAWKS**, who open the season hosting St. Louis, have won five of their past six home openers.

HEADLINE GAMES

“In the NFL,” says head coach **KEN WHISENHUNT** of the NFC champion 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 2009 Weeks 1-17 list of “Headline Games,” but far from the only ones:

| | | |
|----------------|---------------------------------|---|
| Week 1 | Tennessee at Pittsburgh | Thursday-night opener features 2008 champs (Pitt) & AFC’s No. 1 seed (Tenn). |
| Week 2 | N.Y. Giants at Dallas | Cowboys open new stadium hosting division-rival Giants on Sunday night. |
| Week 3 | Indianapolis at Arizona | Kurt Warner & NFC champs welcome Peyton Manning to Phoenix. |
| Week 4 | N.Y. Jets at New Orleans | Jets rookie head coach Rex Ryan will try and shut down Drew Brees & Saints. |
| Week 5 | Indianapolis at Tennessee | Showdown between AFC South rivals in primetime on Sunday night. |
| Week 6 | Ten at NE/Den at SD | Two of the 16 AFL Legacy Games in 2009 to celebrate AFL’s 50th season. |
| Week 7 | New England at Tampa Bay | London’s Wembley Stadium hosts NFL’s third regular-season game overseas. |
| Week 8 | Car at Arz/NYG at Phi | Two rematches of last season’s NFC Divisional Playoffs. |
| Week 9 | Arizona at Chicago | Can Chicago’s stingy defense stop Arizona’s high-powered offense? |
| Week 10 | New England at Indianapolis | Two of NFL’s elite teams meet on Sunday night at Lucas Oil Stadium. |
| Week 11 | Atlanta at N.Y. Giants | Falcons QB Matt Ryan looks to shine on Broadway versus Eli Manning & Giants. |
| Week 12 | GB at Det/Oak at Dal/NYG at Den | Thanksgiving triple-header! Turkey and football – does it get any better? |
| Week 13 | N.Y. Jets at Buffalo | Bills host Jets in second regular-season game at Toronto’s Rogers Centre. |
| Week 14 | Green Bay at Chicago | NFC North rivals face off in late-season matchup. Will division lead be at stake? |
| Week 15 | Minnesota at Carolina | Panthers’ rushing attack faces Vikings’ run-stuffing defense. |
| Week 16 | Baltimore at Pittsburgh | Teams played three times last year, including AFC Championship Game. |
| Week 17 | Philadelphia at Dallas | Final weekend features these division rivals. Will playoff berth be on the line? |

BEST NFL RECORDS, PAST 10 YEARS

Having continuity under center is one of the key ingredients to an organization’s success on the field.

Over the past 10 years, five NFL teams have posted a winning percentage of .600 or better – led by the **INDIANAPOLIS COLTS** (114-46, .713). Those five clubs have combined for 34 playoff berths and nine Super Bowl appearances in that span. Four of those five teams will begin the 2009 season with the same starting quarterback that they did in 2005, including 2008 AP Most Valuable Player **PEYTON MANNING** (right), who has started every game at quarterback for the Colts since he entered the league in 1998.



“For the long-term success of the franchise, that’s the thing that you build on,” says NBC analyst **TONY DUNGY**, who coached Manning in Indianapolis for seven seasons. “I played in Pittsburgh and we had Terry Bradshaw for a decade and that makes a big difference.”

The top five regular-season records of the past 10 years (1999-08):

| TEAM | W | L | T | PCT. | PLAYOFF BERTHS | SUPER BOWL BERTHS |
|--------------|-----|----|---|------|----------------|-------------------|
| Indianapolis | 114 | 46 | 0 | .713 | 9 | 1 |
| New England | 110 | 50 | 0 | .688 | 6 | 4 |
| Pittsburgh | 100 | 59 | 1 | .628 | 6 | 2 |
| Philadelphia | 97 | 62 | 1 | .609 | 7 | 1 |
| Tennessee | 96 | 64 | 0 | .600 | 6 | 1 |



NEW RULES FOR 2009

A number of playing-rules changes were approved by the league's clubs at the NFL Annual Meeting in late 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**.

Following are the 2009 changes:

- **WEDGE BLOCK:** Teams are no longer permitted to intentionally form a wedge of more than two players on a kickoff return in an attempt to block for the runner. This does not apply when the kicking team lines up in an obvious onside-kick formation. For players intentionally forming an illegal wedge, a loss of 15 yards will be assessed.
- **BUNCH FORMATION:** The "bunch" formation on kickoffs has been eliminated as a part of the continuing focus on player safety. The kickoff team must have at least three players outside each hash mark, one of whom must be outside the yard-line number. "We didn't like the overload that was occurring on onside kicks and the situation that it might create," says Atlanta Falcons President and Co-Chairman of the NFL Competition Committee **RICH MC KAY**.
- **BLINDSIDE BLOCKS:** It is now an illegal "blindside" block if the blocker is moving toward his own endline and approaches the opponent from behind or from the side and the initial force of the contact by the blocker's helmet, forearm or shoulder is to the head or neck area of an opponent. Blindside blocks to the head or neck area of an opponent will result in a 15-yard penalty. "The result of those types of hits, and there were several of them that we looked at, led to the conclusion that for player-safety sake we have to eliminate those types of blindside hits for the betterment of our players and our game going forward," says Anderson.
- **UNNECESSARY ROUGHNESS:** It is now an illegal hit on a defenseless receiver if the initial force of the contact by the defender's helmet, forearm or shoulder is to the head or neck area of the receiver. This will result in a 15-yard penalty for unnecessary roughness.
- **TIMING RULE:** If a fumble or backwards pass goes out of bounds, the clock starts on the referee's ready signal. This makes the rule consistent with all other timing rules.
- **INSTANT REPLAY:** Expands reviewable plays by instant replay to include possession after a quarterback pass/fumble when the ruling on the field is an incomplete pass, and loose balls ruled to have hit the sidelines.
- **ILLEGAL ONSIDE KICK:** The automatic re-kick after an illegal onside kick has been eliminated at all times throughout the game. This makes penalty enforcement consistent for an illegal onside kick.

There will be a **point of emphasis** on two rules this season (although the rules themselves have not changed):

- **Low hits on the quarterback** will continue to be strictly enforced. Specifically, a defender on the ground who hasn't been blocked or fouled directly into the quarterback is prohibited from making forcible contact with the quarterback at or below the knees. "It's when a player that's down does that second act where he's getting up and intentionally rolling into the quarterback, or where he's getting up and he lunges at his legs," says **JEFF FISHER** (right), Tennessee Titans head coach and co-chairman of the NFL Competition Committee.
- **Horse-collar tackles** were called more frequently in 2008 than in 2007 and will continue to be emphasized. The focus will be on eliminating the tactic from the game.

There will be a change to a bylaw this season:

- **Selection order of the NFL Draft** will be altered so that playoff teams will select after non-playoff teams based on how far they advanced in the postseason. Previously, a team that did not qualify for the playoffs, but with a better record than a playoff team that did not advance to the Super Bowl, would select after that playoff team. This will make the selection process more competitively fair.



HE'S WITH WHO?



Although only about eight percent of the free agents available switched teams this year, it seemed that this offseason contained an unusual amount of big-name switches through free agency and trades.

A significant move came in the NFC North when Pro Bowl quarterback **JAY CUTLER** (left) was acquired by Chicago from Denver.

"It's all about the quarterback," says Bears general manager **JERRY ANGELO**. "You don't win because of wide receivers. You don't win because of running backs. You win because of the quarterback."

Bears wide receiver **DEVIN HESTER** echoes that sentiment saying simply, "Jay is going to make us a lot better."

Some notable players who changed teams this offseason:

| <u>PLAYER</u> | <u>NEW TEAM</u> | <u>2008 TEAM</u> | <u>TRANSACTION</u> |
|------------------------|-----------------|------------------|--------------------|
| T Stacey Andrews | Philadelphia | Cincinnati | Free Agent |
| C Matt Birk | Baltimore | Minnesota | Free Agent |
| CB Dre' Bly | San Francisco | Denver | Free Agent |
| LB Keith Brooking | Dallas | Atlanta | Free Agent |
| C Jason Brown | St. Louis | Baltimore | Free Agent |
| QB Matt Cassel | Kansas City | New England | Trade |
| WR Laveranues Coles | Cincinnati | NY Jets | Free Agent |
| QB Jay Cutler | Chicago | Denver | Trade |
| S Brian Dawkins | Denver | Philadelphia | Free Agent |
| LB Greg Ellis | Oakland | Dallas | Free Agent |
| LB Larry Foote | Detroit | Pittsburgh | Free Agent |
| QB Jeff Garcia | Oakland | Tampa Bay | Free Agent |
| TE Tony Gonzalez | Atlanta | Kansas City | Trade |
| QB Rex Grossman | Houston | Chicago | Free Agent |
| DT Albert Haynesworth | Washington | Tennessee | Free Agent |
| WR Torry Holt | Jacksonville | St. Louis | Free Agent |
| WR T.J. Houshmandzadeh | Seattle | Cincinnati | Free Agent |
| T Jon Jansen | Detroit | Washington | Free Agent |
| QB Byron Leftwich | Tampa Bay | Pittsburgh | Free Agent |
| QB Dan Orlovsky | Houston | Detroit | Free Agent |
| QB Kyle Orton | Denver | Chicago | Trade |
| WR Terrell Owens | Buffalo | Dallas | Free Agent |
| T Orlando Pace | Chicago | St. Louis | Free Agent |
| T Jason Peters | Philadelphia | Buffalo | Trade |
| RB Dominic Rhodes | Buffalo | Indianapolis | Free Agent |
| QB Sage Rosenfels | Minnesota | Houston | Trade |
| LB Bart Scott | NY Jets | Baltimore | Free Agent |
| S Darren Sharper | New Orleans | Minnesota | Free Agent |
| QB Chris Simms | Denver | Tennessee | Free Agent |
| DE Antonio Smith | Houston | Arizona | Free Agent |
| TE L.J. Smith | Baltimore | Philadelphia | Free Agent |
| RB Fred Taylor | New England | Jacksonville | Free Agent |
| DE Jason Taylor | Miami | Washington | Free Agent |
| LB Zach Thomas | Kansas City | Dallas | Free Agent |
| LB Mike Vrabel | Kansas City | New England | Trade |
| RB Derrick Ward | Tampa Bay | NY Giants | Free Agent |

NFL'S "THIRD-QUARTERBACK" RULE – SOMETIMES MISUNDERSTOOD

Eighteen 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, 1933-2008
(2008 Games in Bold & Italics)

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 |
| <i>Michael Turner, Atlanta vs. Detroit, 9/7/08</i> | 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. N.Y. Giants, 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 |



In 2008, Atlanta's Michael Turner ran for 220 yards, the most on Kickoff Weekend since 1973.

BEST KICKOFF WEEKEND PERFORMANCES, PAST 10 YEARS

(2008 Performances in Bold & Italics)

MOST RUSHING YARDS

| | <u>YARDS</u> | <u>ATT</u> | <u>LG</u> | <u>TD</u> |
|---|--------------|------------|------------|-----------|
| <i>Michael Turner, Atlanta vs. Detroit, 9/7/08</i> | 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 |
| 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 |
| Travis Henry, Buffalo vs. N.Y. Jets, 9/8/02 | 149 | 31 | 14 | 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 |
| Brad Johnson, Washington vs. Dallas, 9/12/99 | 382 | 33 | 20 | 2 | 0 |
| Troy Aikman, Dallas vs. Washington, 9/12/99 | 362 | 49 | 28 | 5 | 3 |
| Marc Bulger, St. Louis vs. San Francisco, 9/11/05 | 362 | 56 | 34 | 2 | 1 |
| <i>Donovan McNabb, Philadelphia vs. St. Louis, 9/7/08</i> | 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 |
| <i>Drew Brees, New Orleans vs. Tampa Bay, 9/7/08</i> | 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 |
| Keyshawn Johnson, N.Y. Jets vs. New England, 9/12/99 | 194 | 8 | 65 | 1 |
| Randy Moss, New England vs. N.Y. Jets, 9/9/07 | 183 | 9 | 51t | 1 |
| Kevin Dyson, Tennessee vs. Cincinnati, 9/12/99 | 162 | 9 | 47t | 2 |
| Antwaan Randle El, Washington vs. Miami, 9/9/07 | 162 | 5 | 54 | 0 |
| Michael Westbrook, Washington vs. Dallas, 9/12/99 | 159 | 5 | 59 | 1 |
| Larry Fitzgerald, Arizona vs. N.Y. Giants, 9/11/05 | 155 | 13 | 30 | 1 |
| Derrick Alexander, Kansas City vs. Chicago, 9/12/99 | 154 | 6 | 86 | 1 |
| Laveranues Coles, N.Y. Jets vs. Tennessee, 9/10/06 | 153 | 8 | 41 | 0 |



Donovan McNabb



Drew Brees



BEST OPENING MONTH RECORDS, PAST 10 YEARS

Getting off to a strong start is important. In the past 10 years, 16 teams have a winning record through the season's first month. Those 16 clubs have combined for 82 playoff appearances over that span and have won nine of the 10 Super Bowl championships.

The teams with winning opening-month records over the past 10 years (1999-08):

| <u>TEAM</u> | <u>RECORD</u> | <u>PCT.</u> | <u>TEAM</u> | <u>RECORD</u> | <u>PCT.</u> |
|-----------------|---------------|-------------|--------------|---------------|-------------|
| Indianapolis | 25-7-0 | .781 | Green Bay | 20-15-0 | .571 |
| Seattle | 21-12-0 | .636 | Baltimore | 18-14-0 | .563 |
| Denver | 22-13-0 | .629 | Carolina | 17-15-0 | .531 |
| New England | 20-12-0 | .625 | Pittsburgh | 17-15-0 | .531 |
| New York Giants | 20-13-0 | .606 | Tennessee | 17-15-0 | .531 |
| Tampa Bay | 20-13-0 | .606 | Washington | 17-15-0 | .531 |
| Dallas | 19-13-0 | .594 | Philadelphia | 18-16-0 | .529 |
| Jacksonville | 19-14-0 | .576 | Oakland | 17-16-0 | .515 |



62 YEARS AGO ON OPENING DAY – A RECORD 87 POINTS!

Sixty-two 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) |

2009 NFL SPECIAL PATCHES/LOGOS/FOOTBALLS

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 2009 patches, logos and footballs that have been created by teams to honor their history or celebrate events this season:

| TEAM/CELEBRATION | PATCH |
|--|---|
| American Football League | Original eight AFL teams will wear AFL patch during 16 "AFL Legacy Games." |
| Buffalo Bills | Bills "Toronto Series" patch. |
| Buffalo/Denver/Kansas City/New England/ NY Jets/Oakland/San Diego/Tennessee | The original eight AFL teams will wear their 50th season patches during non-"AFL Legacy Games" throughout the 2009 season (except Tennessee). |
| Detroit Lions/Oakland Raiders | Memorial helmet decals for Corey Smith/Ricky Sandoval (Detroit) and Marquis Cooper (Oakland), respectively. |
| National Football League | All teams will wear a pink ribbon decal on their helmets to celebrate Breast Cancer Awareness Month in October. |
| New England/Tampa Bay | NFL "International Series" patch. |



The NFL celebrates the AFL's 50th season in 2009.



The Bills will face the Jets in the second regular-season game to be played in Toronto.



The Bills celebrate their 50th season.



The Broncos celebrate their 50th season.



The Lions will honor the memory of DE Corey Smith with a helmet decal.



The Lions will honor the memory of Director of Security Ricky Sandoval with a helmet decal.



The Chiefs celebrate their 50th season.



The Patriots celebrate their 50th season.



The Jets celebrate their 50th season.



The Raiders celebrate their 50th season.



The Raiders will honor the memory of LB Marquis Cooper with a helmet decal.



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



The Chargers celebrate their 50th season.



The Titans/Oilers celebrate their 50th season.

2009 NFL STRENGTH OF SCHEDULE

| Team | Opponents' 2008 Pct. & Record | | | | Games vs. teams .500 or better | Games vs. playoff teams |
|----------------------|--|-----|-----|---|---------------------------------------|--------------------------------|
| Miami Dolphins | .594 | 152 | 104 | 0 | 13 | 6 |
| Carolina Panthers | .592 | 151 | 104 | 1 | 15 | 7 |
| New England Patriots | .590 | 151 | 105 | 0 | 13 | 7 |
| Atlanta Falcons | .588 | 150 | 105 | 1 | 14 | 5 |
| Tampa Bay Buccaneers | .580 | 148 | 107 | 1 | 13 | 7 |
| Buffalo Bills | .570 | 146 | 110 | 0 | 13 | 6 |
| New York Jets | .568 | 145 | 110 | 1 | 11 | 6 |
| New Orleans Saints | .557 | 142 | 113 | 1 | 13 | 7 |
| Philadelphia Eagles | .535 | 137 | 119 | 0 | 13 | 5 |
| New York Giants | .527 | 134 | 120 | 2 | 14 | 7 |
| Jacksonville Jaguars | .516 | 132 | 124 | 0 | 10 | 6 |
| Dallas Cowboys | .516 | 131 | 123 | 2 | 12 | 7 |
| Indianapolis Colts | .512 | 131 | 125 | 0 | 10 | 5 |
| Tennessee Titans | .508 | 130 | 126 | 0 | 10 | 6 |
| Houston Texans | .506 | 129 | 126 | 1 | 8 | 6 |
| Washington Redskins | .492 | 125 | 129 | 2 | 12 | 7 |
| San Diego Chargers | .484 | 123 | 131 | 2 | 10 | 6 |
| Kansas City Chiefs | .484 | 123 | 131 | 2 | 10 | 6 |
| Oakland Raiders | .480 | 122 | 132 | 2 | 12 | 6 |
| Denver Broncos | .480 | 122 | 132 | 2 | 10 | 7 |
| Detroit Lions | .467 | 119 | 136 | 1 | 9 | 5 |
| St. Louis Rams | .465 | 119 | 137 | 0 | 9 | 5 |
| Cincinnati Bengals | .465 | 119 | 137 | 0 | 10 | 6 |
| Seattle Seahawks | .457 | 117 | 139 | 0 | 9 | 5 |
| Cleveland Browns | .449 | 114 | 140 | 2 | 8 | 6 |
| San Francisco 49ers | .443 | 113 | 142 | 1 | 9 | 7 |
| Arizona Cardinals | .441 | 113 | 143 | 0 | 7 | 5 |
| Baltimore Ravens | .438 | 111 | 143 | 2 | 8 | 5 |
| Pittsburgh Steelers | .434 | 110 | 144 | 2 | 8 | 6 |
| Green Bay Packers | .428 | 109 | 146 | 1 | 9 | 5 |
| Minnesota Vikings | .420 | 107 | 148 | 1 | 7 | 5 |
| Chicago Bears | .414 | 105 | 149 | 2 | 7 | 7 |

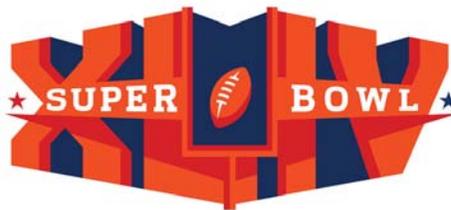
2009 NFL TRAVEL MILES

(2009 preseason and regular season)

| | | | |
|------------------|--------|------------------|--------|
| 1. Seattle | 29,054 | 17. Houston | 17,102 |
| 2. San Francisco | 29,020 | 18. Kansas City | 16,896 |
| 3. San Diego | 28,628 | 19. St. Louis | 16,696 |
| 4. Arizona | 27,840 | 20. New Orleans | 16,392 |
| 5. Oakland | 27,232 | 21. Washington | 16,356 |
| 6. Tampa Bay | 23,018 | 22. Cincinnati | 15,506 |
| 7. New England | 22,710 | 23. Atlanta | 14,944 |
| 8. Denver | 21,868 | 24. Carolina | 14,196 |
| 9. Jacksonville | 20,934 | 25. Chicago | 14,104 |
| 10. Dallas | 19,054 | 26. Detroit | 13,770 |
| 11. Miami | 18,134 | 27. Buffalo | 13,532 |
| 12. Tennessee | 18,040 | 28. Minnesota | 13,398 |
| 13. Philadelphia | 17,730 | 29. Green Bay | 12,260 |
| 14. N.Y. Jets | 17,342 | 30. Indianapolis | 11,576 |
| 15. N.Y. Giants | 17,182 | 31. Pittsburgh | 9,688 |
| 16. Baltimore | 17,156 | 32. Cleveland | 7,554 |

NOTES ON 2009 NFL TRAVEL

- The total distance traveled by all teams will be 578,912 miles. This is 18,128 fewer miles than last year, when teams traveled a total of 597,040 miles.
- Five teams will “travel around the world” and more. A trip around the globe is 25,000 miles.
- The **SEATTLE SEAHAWKS** will travel the most this season, accumulating a total of 29,054 miles. The Seahawks will travel 256 more miles than the **INDIANAPOLIS COLTS**, **PITTSBURGH STEELERS** and **CLEVELAND BROWNS** will travel combined.
- In the past two years, the Seahawks have traveled a total of 63,820 miles, the most of any team.
- The Browns will log the fewest traveling miles this season, finishing with 7,554 miles. This is 1,138 more than last year, when they also finished with the lowest total in the NFL. Cleveland will travel more than 1,000 total miles for only two games – at Denver and at Kansas City.
- The teams of the NFC West will travel the farthest distance for the third consecutive season. This year, they will fly 102,610 miles, compared to last year’s total of 114,616. The teams of the AFC North will travel the least this year, accumulating a total of 49,904 miles.



FUTURE SUPER BOWLS

| <u>SUPER BOWL</u> | <u>DATE</u> | <u>SITE</u> |
|-------------------|-------------------|---|
| XLIV | February 7, 2010 | Dolphin Stadium, South Florida |
| 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 |

* Tentative date

STARTING RECORDS OF ACTIVE NFL QUARTERBACKS

(Minimum 10 starts; regular season only)

| <u>QUARTERBACK, TEAM</u> | <u>W</u> | <u>L</u> | <u>T</u> | <u>PCT.</u> |
|--------------------------------|----------|----------|----------|-------------|
| Tom Brady, New England | 87 | 24 | 0 | .784 |
| Ben Roethlisberger, Pittsburgh | 51 | 20 | 0 | .718 |
| Shaun Hill, San Francisco | 7 | 3 | 0 | .700 |
| Tony Romo, Dallas | 27 | 12 | 0 | .692 |
| Joe Flacco, Baltimore | 11 | 5 | 0 | .688 |
| Philip Rivers, San Diego | 33 | 15 | 0 | .688 |
| Matt Ryan, Atlanta | 11 | 5 | 0 | .688 |
| Matt Cassel, Kansas City | 10 | 5 | 0 | .667 |
| Peyton Manning, Indianapolis | 117 | 59 | 0 | .665 |
| Donovan McNabb, Philadelphia | 82 | 45 | 1 | .645 |
| Kyle Orton, Denver | 21 | 12 | 0 | .636 |
| Vince Young, Tennessee | 18 | 11 | 0 | .621 |
| Jake Delhomme, Carolina | 50 | 31 | 0 | .617 |
| Rex Grossman, Houston | 19 | 12 | 0 | .613 |
| Eli Manning, N.Y. Giants | 42 | 29 | 0 | .592 |
| Brad Johnson, * | 72 | 53 | 0 | .576 |
| Kurt Warner, Arizona | 57 | 44 | 0 | .564 |
| Matt Hasselbeck, Seattle | 58 | 45 | 0 | .563 |
| Chad Pennington, Miami | 43 | 34 | 0 | .558 |
| Damon Huard, San Francisco | 15 | 12 | 0 | .556 |
| Brian Griese, * | 45 | 38 | 0 | .542 |
| Tarvaris Jackson, Minnesota | 10 | 9 | 0 | .526 |
| Trent Edwards, Buffalo | 12 | 11 | 0 | .522 |
| David Garrard, Jacksonville | 24 | 22 | 0 | .522 |
| Byron Leftwich, Tampa Bay | 24 | 22 | 0 | .522 |
| Mark Brunell, New Orleans | 78 | 72 | 0 | .520 |
| Drew Brees, New Orleans | 55 | 51 | 0 | .519 |
| Todd Collins, Washington | 10 | 10 | 0 | .500 |
| Jeff Garcia, Oakland | 58 | 58 | 0 | .500 |
| Sage Rosenfels, Minnesota | 6 | 6 | 0 | .500 |
| Carson Palmer, Cincinnati | 32 | 33 | 0 | .492 |
| Gus Frerotte, * | 45 | 47 | 1 | .489 |
| Kerry Collins, Tennessee | 79 | 85 | 0 | .482 |
| Derek Anderson, Cleveland | 13 | 14 | 0 | .481 |
| Kyle Boller, St. Louis | 20 | 22 | 0 | .476 |
| A.J. Feeley, Philadelphia | 7 | 8 | 0 | .467 |
| Chris Simms, Denver | 7 | 8 | 0 | .467 |
| Marc Bulger, St. Louis | 40 | 47 | 0 | .460 |
| Jay Cutler, Chicago | 17 | 20 | 0 | .459 |
| Jason Campbell, Washington | 16 | 20 | 0 | .444 |
| Charlie Batch, Pittsburgh | 22 | 28 | 0 | .440 |
| Matt Leinart, Arizona | 7 | 9 | 0 | .438 |
| Daunte Culpepper, Detroit | 41 | 54 | 0 | .432 |
| Anthony Wright, * | 8 | 11 | 0 | .421 |
| Patrick Ramsey, Tennessee | 10 | 14 | 0 | .417 |
| Matt Schaub, Houston | 10 | 14 | 0 | .417 |
| Seneca Wallace, Seattle | 5 | 7 | 0 | .417 |
| Jon Kitna, Dallas | 46 | 69 | 0 | .400 |
| Chris Redman, Atlanta | 4 | 6 | 0 | .400 |
| Josh McCown, Carolina | 12 | 19 | 0 | .387 |
| Aaron Rodgers, Green Bay | 6 | 10 | 0 | .375 |
| Alex Smith, San Francisco | 11 | 19 | 0 | .367 |
| Joey Harrington, New Orleans | 26 | 50 | 0 | .342 |
| JaMarcus Russell, Oakland | 5 | 11 | 0 | .313 |
| J.P. Losman, * | 10 | 23 | 0 | .303 |
| Ryan Fitzpatrick, Buffalo | 4 | 10 | 1 | .300 |
| Charlie Frye, * | 6 | 14 | 0 | .300 |
| Billy Volek, San Diego | 3 | 7 | 0 | .300 |
| David Carr, N.Y. Giants | 23 | 56 | 0 | .291 |
| Bruce Gradkowski, Oakland | 3 | 9 | 0 | .250 |
| Brooks Bollinger, * | 2 | 8 | 0 | .200 |
| Ken Dorsey, * | 2 | 11 | 0 | .154 |
| Tyler Thigpen, Kansas City | 1 | 10 | 0 | .091 |

* Free agent; subject to developments



THE LAST TIME... (2008 games in red)

PASSING

500 YARDS, GAME: 510, Drew Brees, New Orleans vs. Cincinnati, November 19, 2006
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
300 YARDS, GAME: 336, Willie Anderson, L.A. Rams vs. New Orleans, November 26, 1989 (OT)
15 RECEPTIONS, GAME: 18, Brandon Marshall, Denver vs. San Diego, September 14, 2008
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: 296, Adrian Peterson, Minnesota vs. San Diego, November 4, 2007

INTERCEPTIONS

4, GAME: Deltha O'Neal, Denver vs. Kansas City, October 7, 2001
3, GAME: Leon Hall, Cincinnati vs. Cleveland, December 21, 2008
2 TDs, GAME: Antrel Rolle, Arizona vs. Cincinnati, November 18, 2007
100-YARD TD RETURN: 107, Ed Reed, Baltimore vs. Philadelphia, November 23, 2008

SCORING

7 PATs, GAME: 7, Stephen Gostkowski, New England vs. Oakland, December 14, 2008
7, Nate Kaeding, San Diego vs. Denver, December 28, 2008
3 FGs, 50 YARDS OR MORE, GAME: Kris Brown, Houston vs. Miami, October 7, 2007
2 FGs, 50 YARDS OR MORE, GAME: Josh Brown, St. Louis vs. New York Giants, September 14, 2008
Jason Hanson, Detroit vs. Houston, October 19, 2008
Matt Prater, Denver vs. Kansas City, September 28, 2008
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: André Davis, Houston vs. Jacksonville, December 30, 2007
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

58 YEARS AGO ON OPENING DAY: THE DUTCHMAN GOES WILD!



Los Angeles Rams quarterback **NORM "THE DUTCHMAN" VAN BROCKLIN** 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 58 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 III | Zamir Amin, Menlo | October 7, 2000 | 731 yards vs. Cal Lutheran |
| NCAA Division I-A (FBS) | David Klingler, Houston | December 2, 1990 | 716 yards vs. Arizona St. |
| 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 | 638 yards vs. Mesa St. |
| NFL | Norm Van Brocklin, LA Rams | September 28, 1951 | 554 yards vs. NY Yanks |
| arenafootball2 | Shane Stafford, Tallahassee | June 2, 2000 | 459 yards vs. Birmingham |

JAY IS A CUT ABOVE THE REST

Pro Bowl quarterback **JAY CUTLER** (right) moved east to Chicago during this past offseason, but he moved north on the sales chart and now claims the number one spot in NFL jersey sales.

Since April 1, Cutler's No. 6 Bears jersey is the top seller among all NFL players. Two rookies – New York Jets quarterback **MARK SANCHEZ** and San Francisco 49ers wide receiver **MICHAEL CRABTREE** – rank in the top 25.

Following are the top-selling player jerseys from April 1 – June 30, 2009 (rookies in bold):



TOP-SELLING NFL PLAYER JERSEYS

| | | | |
|----|--|----|---|
| 1 | Jay Cutler, Chicago Bears | 14 | LaDainian Tomlinson, San Diego Chargers |
| 2 | Troy Polamalu, Pittsburgh Steelers | 15 | Matt Ryan, Atlanta Falcons |
| 3 | Ben Roethlisberger, Pittsburgh Steelers | 16 | Larry Fitzgerald, Arizona Cardinals |
| 4 | Mark Sanchez, New York Jets | 17 | Jason Witten, Dallas Cowboys |
| 5 | Tony Romo, Dallas Cowboys | 18 | Brian Urlacher, Chicago Bears |
| 6 | Brett Favre, Green Bay Packers/New York Jets | 19 | Joe Flacco, Baltimore Ravens |
| 7 | Tom Brady, New England Patriots | 20 | Brian Westbrook, Philadelphia Eagles |
| 8 | Michael Crabtree, San Francisco 49ers | 21 | Kurt Warner, Arizona Cardinals |
| 9 | Terrell Owens, Buffalo Bills | 22 | Brandon Jacobs, New York Giants |
| 10 | Hines Ward, Pittsburgh Steelers | 23 | Devin Hester, Chicago Bears |
| 11 | Eli Manning, New York Giants | 24 | Matt Cassel, Kansas City Chiefs |
| 12 | Adrian Peterson, Minnesota Vikings | 25 | Willie Parker, Pittsburgh Steelers |
| 13 | Peyton Manning, Indianapolis Colts | | |

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, according to The Harris Poll, the NFL has been the most popular sport in America.

In its most recent survey (released January, 2009), Harris – the pioneer in market research – reveals that pro football is the favorite sport of more people (31 percent) than the combined total of the next three professional sports – baseball (16), auto racing (eight) and men's pro basketball (six).

In addition, professional football has gained in popularity more than any other sport since 1985 with a seven percent increase in popularity over those two decades (from 24 to 31 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 43 percent of America's sports fans.

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

| RANK | SPORT | PERCENT |
|------|----------------------|---------|
| 1 | <i>Pro Football</i> | 31 |
| 2 | Baseball | 16 |
| 3 | College Football | 12 |
| 4 | Auto Racing | 8 |
| 5 | Men's Pro Basketball | 6 |

COWBOYS OPEN NEW STADIUM...AND IT ALREADY HAS A SUPER BOWL!

The **DALLAS COWBOYS** will debut the NFL's newest stadium this year – 80,000-seat **COWBOYS STADIUM**. And before it opens, it already knows what it will host two years from now – Super Bowl XLV in 2011, which NFL owners granted at the 2007 NFL Spring Meeting.



Equipped to seat 80,000 fans during the regular season, Cowboys Stadium is expandable to 100,000 for mega events like the Super Bowl. It features an impressive array of amenities. Among other luxuries, the stadium features a fully-retractable roof that honors the hole in the roof of Texas Stadium, the world's largest LED scoreboard and 120-foot retractable glass doors in each end zone.

The exterior of the stadium bowl will also feature curved glass that will change color depending on the time of day and how the sun is hitting the glass, ranging from silver to bluish-gray.

Most importantly, the new facility will be a source of pride for Cowboys fans and the surrounding communities in Texas.

"Our focus was creating the ultimate fan experience," says Cowboys owner **JERRY JONES**. "With this stadium, more people will have the experience of what the Cowboys are and what our mystique is all about. The Cowboys have been about Dallas in the sense that it represents the idea of Texas, and it represents a larger-than-life idea. That's the image we want for the stadium."

The Cowboys have certainly done their part to uphold the "Everything is bigger in Texas" ideal with their new stadium. [Here is a look at the club's new facility, by the numbers:](#)

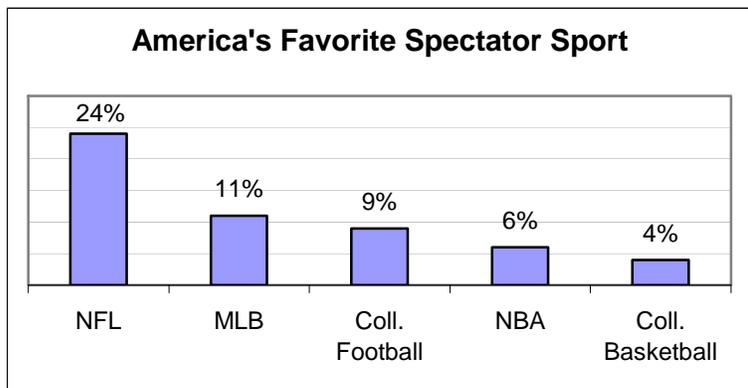
- 1.2 million pounds: Weight of the video scoreboard, which is the largest LED board in the world
- 90 feet: How high the board hangs above the field
- 4,920: Number of 52-inch flat-panel TVs needed to equal the board's size
- 3,658: Linear feet of the video "ribbon" display circling the upper level and Hall of Fame level
- 270 feet: Distance between the field and the top of the quarter-mile arch that supports the roof
- 40,000: Number of lights that were installed by more than 300 electricians
- 3,200 feet: Length of catwalks that surround the stadium's upper concourse

SURVEY SAYS!

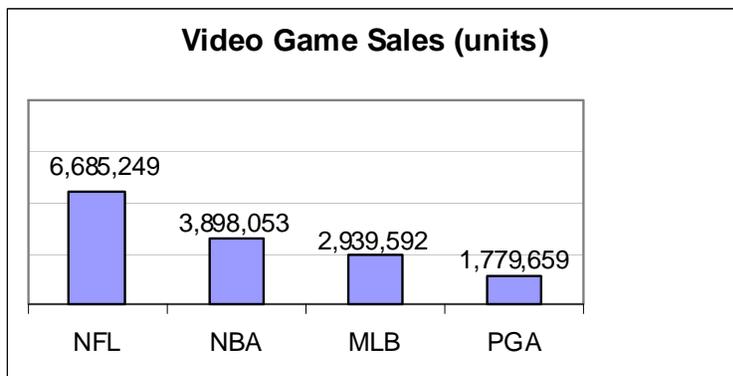
The NFL has been acknowledged as America's most popular sport for the past 44 years, rated No. 1 by fans in the Harris Poll since 1965. In fact, for the sixth consecutive year, nearly twice as many people name professional football (31 percent) as their favorite sport over baseball (16 percent). NFL popularity can be measured in other ways as well. For instance:

- 225 million Americans watched NFL games during the 2008 regular season – nearly 100 million more than the record number of Americans who voted in the 2008 presidential election (131.2 million).
- Super Bowl XLIII was watched by an average of 38.3 million women – the most watched show among women in 15 years (38.6 million watched the 1994 Winter Olympic figure skating competition featuring Nancy Kerrigan on Feb. 25, 1994).
- The NFL accounts for seven of the 10 most-popular teams in terms of sports merchandise owned in the U.S.

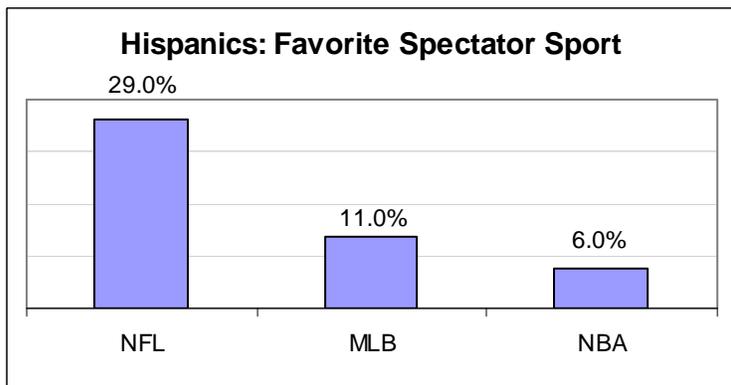
Following is a broader look at the NFL's popularity:



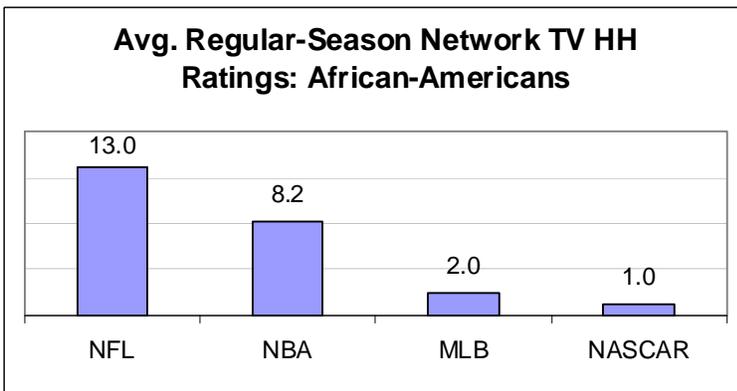
Source: 2008 ESPN Sports Poll



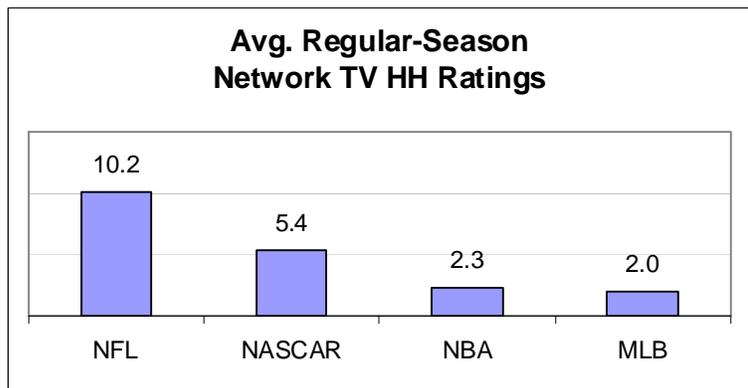
Source: The NPD Group (May 2008-April 2009)



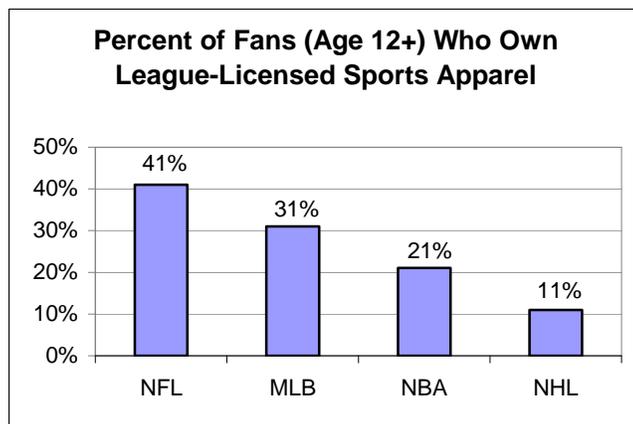
Source: 2008 ESPN Sports Poll



Source: NFL; Nielsen NPOWER 2008-09, Broadcast only



Source: NFL and Nielsen Media Research 2008-09, Broadcast only



Source: 2008 ESPN Sports Poll

THE NEW NFL GRADS



Despite winning three Super Bowl titles, passing for nearly 33,000 yards and 165 touchdowns and having a successful broadcasting career, Pro Football Hall of Fame quarterback **TROY AIKMAN** felt as though he was missing a key item – a college degree.

That is no longer an issue, as Aikman – along with many other current and former NFL players – earned his degree this offseason. Aikman received a degree in sociology from UCLA more than two decades after leaving the school to become the No. 1 pick in the 1989 Draft by the Dallas Cowboys. Aikman, who is enjoying a successful post-playing career as one of the NFL’s top broadcasters for FOX, saw three key reasons why finishing college was of major importance.

“It always bugged me that I spent four-and-a-half years in college and had nothing to show for it, first and foremost,” says Aikman. “Second, from time to time, people would ask if I got my degree, and I hated not being able to say that I did. Third, I promised my mom I would do it, and I never liked the thought that I had not fulfilled that promise.”

Aikman officially graduated after the fall semester, but he didn’t miss the opportunity to share the accomplishment with the thousands of other recent UCLA grads as he took part in the large, university-wide graduation ceremony in June.

“I’m glad I came back and went through the ceremony,” Aikman says. “I had some reservations because I didn’t really know any of the other students, but I had a great time and it brought back a lot of great memories of my time here. UCLA is a great place and I’m glad to be a part of it.”

Following is a sampling of NFL players who went back to school to complete their degrees this offseason, including many through the NFL Continuing Education Program:

| PLAYER | COLLEGE | DEGREE |
|------------------------------|-----------------------|--|
| Billy Bajema, St. Louis | Oklahoma State | General Business |
| Jammal Brown, New Orleans | Oklahoma | Multidisciplinary Studies. “It was just really exciting. I had my cap and gown on. My whole family was there. It was just a great feeling for me.” |
| Craig Dahl, St. Louis | North Dakota State | Mechanical Engineering |
| Jon Dorenbos, Philadelphia | Texas-El Paso | Multidisciplinary Studies |
| Matt Forté, Chicago | Tulane | Finance |
| Mike Hart, Indianapolis | Michigan | General Studies |
| Hunter Hillenmeyer, Chicago | Northwestern | Master’s in Business Administration |
| Corey Hilliard, Indianapolis | Oklahoma State | Education |
| Ellis Hobbs, Philadelphia | Iowa State | Art & Design. “I made a promise to my mother a long time ago, that was the one thing she was concerned about even before the NFL.” |
| Todd Johnson, St. Louis | Florida | Applied Physiology & Kinesiology |
| Jacoby Jones, Houston | Lane College | Interdisciplinary Studies |
| Kassim Osgood, San Diego | San Diego State | Sociology |
| Drew Radovich, Minnesota | Southern California | Sociology |
| Brett Ratliff, Cleveland | Utah | Human Development & Family Studies |
| Fred Robbins, NY Giants | Wake Forest | Sociology |
| Nate Salley, Carolina | Ohio State | Economics |
| Kenechi Udeze, Minnesota | Southern California | Sociology |
| Danny Woodhead, NY Jets | Chadron State College | Interdisciplinary Studies |
| Tony Wragge, San Francisco | New Mexico State | Individualistic Studies |
| Usama Young, New Orleans | Kent State | Educational Studies. “I owed it to the coaches and my parents. I wanted to finish what I started.” |



IT'S ALL BUSINESS AS PLAYERS RETURN TO SCHOOL



Players like **DREW BREES** (left; *photo courtesy of Stanford Business School*) of the New Orleans Saints, **TRENT EDWARDS** of the Buffalo Bills and **BRADY QUINN** of the Cleveland Browns traded their pads for pencils this spring, honing their off-the-field skills at the NFL Business Management and Entrepreneurial Program.

Ninety-four players enrolled in the program, now in its fifth year, and traveled to Harvard Business School, Kellogg School of Management (Northwestern University), Stanford Graduate School of Business and the Wharton School at the University of Pennsylvania for sessions on topics ranging from financial analysis to entrepreneurship to community reinvestment.

“You come together with so many different minds and get a better sense of what’s out there,” says New England Patriots tight end **BENJAMIN WATSON**. “Ronnie Lott came to talk to us and told us to ‘work that other muscle,’ meaning our minds. There’s more to us than football.”

The program is part of an ongoing NFL-NFL Players Association initiative to assist players in preparing players for their post-playing careers. Over the past four years, more than 470 players have participated in the NFL Business Management and Entrepreneurial Program.

Brees, who took part in the program at Wharton in 2005, returned this year to participate again, this time at Stanford. “These programs are invaluable for players, and a great opportunity for all of us to develop our skills outside the game of football,” he says. “Just participating and being exposed to all the knowledge and resources available at these universities is a rewarding experience, and it’s why I attended.”

Following are some of the players who enrolled in this year’s NFL Business Management and Entrepreneurial Program:

| PLAYER | SCHOOL | PLAYER | SCHOOL |
|------------------------------|----------|------------------------------|---------|
| Oshiomogho Atogwe, St. Louis | Kellogg | Patrick Kerney, Seattle | Wharton |
| Jeff Backus, Detroit | Wharton | John Lynch (Retired) | Wharton |
| Charlie Batch, Pittsburgh | Wharton | Ed McCaffrey (Retired) | Harvard |
| Ladell Betts, Washington | Wharton | Rocky McIntosh, Washington | Wharton |
| Drew Brees, New Orleans | Stanford | Sammy Morris, New England | Harvard |
| Phillip Buchanon, Detroit | Wharton | Brady Quinn, Cleveland | Kellogg |
| Trent Edwards, Buffalo | Stanford | Allen Rossum, San Francisco | Kellogg |
| Jeff Feagles, NY Giants | Wharton | Takeo Spikes, San Francisco | Harvard |
| Tarik Glenn (Retired) | Wharton | Benjamin Watson, New England | Kellogg |
| Nick Hardwick, San Diego | Wharton | Madieu Williams, Minnesota | Kellogg |

BROADCAST BOOT CAMP

This summer, 24 current and former NFL players, including running back **PRIEST HOLMES**, Jacksonville Jaguars running back **MAURICE JONES-DREW** and New England Patriots tackle **MATT LIGHT** (right, with *The NFL Today* host **JAMES BROWN** from CBS) spent an intense three days at the NFL Broadcast Boot Camp at NFL Films in Mt. Laurel, New Jersey.

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 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 NFL Director of Player Development **CHRIS HENRY**.



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.

“You look at what we do in the NFL, and how well we get ready to game-plan with our teams and you see that they’re doing the same thing in getting ready for their studio sessions and live broadcasts,” says Light. “There is so much prep work that goes into it that you really have to know what you’re doing in advance.”

The NFL Broadcast Boot Camp is part of an ongoing NFL-NFL Players Association initiative to assist players in preparing for their post-playing careers.

Of the 40 players who took part in Broadcast Boot Camp in 2007 and 2008, 21 have already earned broadcasting jobs as a result of their participation in the program.

“We continue to look for ways to help players develop skills to enhance their NFL and post-NFL careers,” says NFL Vice President of Labor Policy and Player Development **ADOLPHO BIRCH**. “Many of last year’s participants used this program as a career springboard and two returned (**DEREK RACKLEY** and **ROSS TUCKER**) to help this year’s class.”

Following are the NFL players who participated in this year’s NFL Broadcast Boot Camp:

| PLAYER | TEAM | PLAYER | TEAM |
|--------------------|-----------------------------|-----------------|------------------------|
| Kyle Brady | Retired (NE, Jax, NYJ) | Bryant McFadden | Arizona |
| Danny Clark | NY Giants | Dave Moore | Retired (TB, Buf, Mia) |
| Terry Cousin | Free Agent | Jerrell Pippens | Retired (SD, Chi) |
| Oliver Gibson | Retired (Cin, Pit) | Adam Seward | Indianapolis |
| La'Roi Glover | Retired (Oak, NO, Dal, StL) | Tony Stewart | Oakland |
| Gibran Hamdan | Buffalo | J.J. Stokes | Retired (SF, Jax, NE) |
| Cortez Hankton | Tampa Bay | Andrew Walter | Oakland |
| William Henderson | Retired (GB) | Jimmy Williams | Free Agent |
| Priest Holmes | Retired (KC, Bal) | Thomas Williams | Jacksonville |
| Maurice Jones-Drew | Jacksonville | Damien Woody | NY Jets |
| Joe Jurevicius | Free Agent | Tony Wragge | San Francisco |
| Matt Light | New England | Renaldo Wynn | Washington |



NFL’S HIGH SCHOOL PLAYER DEVELOPMENT SCORES WITH STUDENTS



Buffalo Bills defensive end **AARON MAYBIN** (left) and Detroit Lions wide receiver **DERRICK WILLIAMS** (below, right) have more than their rookie status in common. Both players are also graduates of the NFL High School Player Development (HSPD) program.

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 15,000 high schoolers at more than 100 sites in 28 states this spring and summer. The character development and life skills portion of the week features guest speakers, including NFL players, preparation for standardized tests and discussions on life after high school.

For the first time this year, the National Guard is sponsoring the HSPD program. During each session, members of the National Guard speak with participants about personal development and community service while also supporting the coaches on site.

Both Maybin and Williams took time this summer to attend HSPD sessions in their communities, speaking with high school players about the importance of hard work and character.

“I was smiling like a little kid,” says Maybin of his visit. “It’s almost like a certain segment of my life coming full circle. I can walk onto that field and say, ‘Yes, I was able to take what I learned and apply it to my life and reach that goal I set for myself.’”



Other NFL graduates of the HSPD Program include **RAY RICE** and **JARED GAITHER** of the Baltimore Ravens, **KEVIN BARNES** and **EDWIN WILLIAMS** of the Washington Redskins, Miami Dolphins cornerback **VONTAE DAVIS** and Cleveland Browns linebacker **LEON WILLIAMS**. Since 2001, the NFL Youth Football Fund has committed more than \$4.2 million towards the program, reaching 100,000 high school football players.

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-man football increased by more than 3,700 last year to 1,108,286, 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 10th year in a row.

At 1,135,361, the number of boys playing high school football on 11-, nine-, eight-, and six-player teams more than doubles the next most-played sport, basketball, which has 552,935 boys playing.

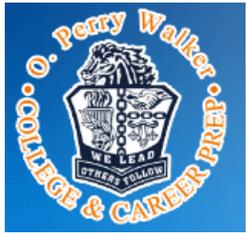
MOST POPULAR BOYS HIGH SCHOOL SPORTS

| SPORT | NUMBER OF PARTICIPANTS |
|-------------------|------------------------|
| Football (11-man) | 1,108,286 |
| Basketball | 552,935 |
| Track and Field | 548,821 |
| Baseball | 478,029 |
| Soccer | 383,561 |

Texas boasts the most high-school students playing football with 161,503 and also had the most players selected in the 2009 NFL Draft with 37.

The breakdown of states with double-digit players drafted by NFL clubs in 2009:

| STATE | PLAYERS DRAFTED | STATE | PLAYERS DRAFTED |
|------------|-----------------|------------|-----------------|
| Texas | 37 | Alabama | 12 |
| California | 32 | New Jersey | 12 |
| Florida | 19 | Louisiana | 11 |
| Ohio | 16 | Maryland | 10 |
| Georgia | 13 | | |



A total of 244 high schools contributed to the 256 players selected in the seven rounds of the 2009 NFL Draft. There were 12 schools that had two players taken.

One of the duos played football together in a youth league and high school, and now are teammates again on the Pittsburgh Steelers after being selected in the third round within one hour of each other.

Wide receiver **MIKE WALLACE** (No. 84 overall) and defensive back **KEENAN LEWIS** (No. 96) are childhood best friends who were teammates at O. Perry Walker (logo left) in New Orleans, Louisiana before playing at different colleges. "It's a dream to play with one of my best friends," says Lewis. "Since the age of six we played Pop Warner together."

The breakdown of high schools that had multiple players drafted by NFL clubs in 2009:

| HIGH SCHOOL | TOTAL | PLAYERS (NFL TEAM/ROUND) |
|-------------------------------------|-------|---|
| Bishop McDevitt (Harrisburg, PA) | 2 | RB LeSean McCoy (Philadelphia/2), G Jaimie Thomas (Indianapolis/7) |
| Coral Springs (Coral Springs, CT) | 2 | LB Cody Brown (Arizona/2), DB Darius Butler (New England/2) |
| Eleanor Roosevelt (Greenbelt, MD) | 2 | LB Will Davis (Arizona/6), WR Derrick Williams (Detroit/3) |
| Independence (Charlotte, NC) | 2 | WR Mohamed Massaquoi (Cleveland/2), WR Hakeem Nicks (New York Giants/1) |
| J.H. Rose (Greenville, NC) | 2 | RB Andre Brown (New York Giants/4), DB Derek Cox (Jacksonville/3) |
| Mission Viejo (Mission Viejo, CA) | 2 | DE Nick Reed (Seattle/7), QB Mark Sanchez (New York Jets/1) |
| North Miami Beach (North Miami, FL) | 2 | DB Louis Delmas (Detroit/2), DB E.J. Biggers (Tampa Bay/7) |
| O. Perry Walker (New Orleans, LA) | 2 | DB Keenan Lewis (Pittsburgh/3), WR Mike Wallace (Pittsburgh/3) |
| South Panola (Batesville, MS) | 2 | DT Peria Jerry (Atlanta/1), DB Jamarca Sanford (Minnesota/7) |
| Vigor (Mobile, AL) | 2 | DB Ellis Lankster (Buffalo/7), DT Sen'Derrick Marks (Tennessee/2) |
| Wayne (Huber Heights, OH) | 2 | LB Marcus Freeman (Chicago/5), DB Mike Mickens (Dallas/7) |
| West Saint John (Edgard, LA) | 2 | DE Tyson Jackson (Kansas City/1), RB Quinn Johnson (Green Bay/5) |



THE GIRLS ARE OUT THERE, TOO



Football isn't just for the boys anymore. Girls are playing flag football in growing numbers across the country.

Girls flag football is already one of the most popular high school sports in Florida and Alaska, and 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. This past school year, the program asked 10 girls in areas where flag football is a popular recreational sport to lead a campaign to persuade their school district to sanction the game. The 10 participants hail from California, Indiana, Massachusetts, Nevada, New Jersey, Pennsylvania and Texas.

"The NFL is backing the development of girls high school flag football across the country," says **SAMANTHA RAPOPORT**, spokeswoman for NFL Girls Flag Football. "Girls are flocking to the sport. No matter your height, your size or your ability level, there is a position for you on the field."

The program is already a success. In the 2008-09 school year, over 12,000 girls were introduced to high school girls flag football in seven states: Georgia, Indiana, Massachusetts, Nevada, North Carolina, Pennsylvania and Texas.

The NFL helped subsidize this program for every high school that agreed to sanction a girls flag program this past school year by providing free flag football equipment to each school as well as flag football coaching and officiating manuals.

One of the schools to start a girls flag football program, and the first in Georgia to join the NFL Girls Flag Football Program, was the all-girls Ivy Preparatory Academy in Norcross. The school decided to offer football as its first organized sport.

"We don't want the girls to set limits on themselves or to allow limits to be placed on them," says **NINA GILBERT**, head of the school. "By playing football, they will see that they can still be feminine, take risks and learn the fundamentals of a really great sport."

Atlanta Falcons linebacker **TONY GILBERT** held a practice clinic attended by 70 of the school's students to teach them how to throw, catch and run plays. Gilbert received a grant through the NFL Youth Football Fund and used that money to set up the camp.

"I thought it was going to be really, really hard," says **ANYCIA EDWARDS**, a sixth-grader who participated in the clinic. "I didn't think I would be able to catch the ball or throw it, but I figured out that I am actually stronger than I thought I was."

Former Minnesota Vikings offensive lineman **MIKE ROSENTHAL**, now a radio sports talk show host in Austin, Texas, received a \$9,000 grant from the NFL Youth Football Fund's NFL Player Coaching Grant to help propel the girls flag football movement in Texas. Rosenthal, who has three daughters, applied for the grant last November on behalf of Centex Girls High School Flag Football.



"That's where football is going," says Rosenthal. "There are plenty of opportunities out there and a lot of potential for girls."

Rosenthal's grant helped fund the high school club league started by the Leander, Texas school district, where **SHELBY MC COWEN** is a middle linebacker. McCowen, a sophomore at Cedar Park High School, met with the Leander district athletic director and superintendent to get approval for girls flag football to be a recognized club sport.

McCowen was one of the 10 girls selected to be in the NFL Girls Flag Football Leadership Program. She had played youth flag football for 10 years and was on a national championship team before reaching the cutoff age (14).

"Shelby was an obvious choice for us," says Rapoport. "She exemplifies everything we were looking for."

The league began in late March and was made up of two Cedar Park teams and one team from each of rival high schools Leander and Vista Ridge. The games featured seven players per team on a 70-yard field.

"It's really cool," says McCowen. "It's something I can look back on in a few years and say, 'I helped start that.'"

For the upcoming school year, the NFL is starting programs in Illinois, New Jersey, New York, two new cities in Texas and expanding to all charter schools in Georgia.

There has been a lot of growth in the sport in recent years leading up to the girls flag football movement. In the 1996-97 school year, there were 70 girls football teams in the National Federation of State High School Associations. By the 2006-07 school year, there were 446 – 285 tackle programs and 161 flag programs. And the growth continues today as approximately 17,000 girls currently play high school flag football at some level across the country.



THE NFL WANTS KIDS TO “PLAY 60”

NFL athletes work hard to ensure that they are in top shape on game days. But it's not just the players' health and wellness that's important – the physical fitness of the league's young fans is of vital significance as well.

Since its launch in 2007, the **NFL PLAY 60** campaign has worked to tackle childhood obesity, bringing together the NFL's long-standing commitment to health and fitness with an impressive roster of partner organizations – Action for Healthy Kids (AFHK), Ad Council, American Heart Association (AHA), ESPN, National Dairy Council (NDC), Nike, Nickelodeon, United Way and the U.S. Department of Health and Human Services. The idea is that children should get at least 60 minutes of physical activity a day. In addition to national reach through public service announcements (PSAs) and online programs, NFL PLAY 60 is also implemented at the grassroots level through the NFL's in-school, after-school and team-based programs.

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

One of the NFL's largest initiatives designed to combat the youth obesity epidemic is the NFL PLAY 60 Challenge (formerly known as What Moves U), which was developed in 2006 by NFL Charities and the AHA. The Challenge, a school-based program, is designed to promote physical fitness by giving kids scheduled physical activity breaks during the school day.

At the club level, 2008 was a successful year with 25 teams building Youth Fitness Zones in their communities, providing new places for kids to be active. The fitness zone projects were part of the NFL's annual Hometown Huddle, a league-wide day of service in partnership with the United Way.

The NFL PLAY 60 initiative also comes to life in a very prominent way during the NFL's key calendar events, which include Super Bowl, Pro Bowl, Draft, Kickoff and Thanksgiving. During the week leading up to the 2009 NFL Draft, the league held a Youth Football Festival – a two-day youth football and fitness clinic – in New York's Central Park. The event brought current players as well as the top NFL Draft prospects to the playing field with 1,000 New York City students in order to teach the importance of being active and living a healthy lifestyle. Similar festivals are held at other NFL events throughout the year.

The biggest names in football have embraced the NFL PLAY 60 campaign including **ELI MANNING** of the New York Giants, **DREW BREES** of the New Orleans Saints and **JASON WITTEN** of the Dallas Cowboys. In addition, **ADRIAN PETERSON** of the Minnesota Vikings, **SANTANA MOSS** of the Washington Redskins and **BOB SANDERS** of the Indianapolis Colts were all featured in 2008 NFL PLAY 60 PSAs, which aired in-game as well as in print and online advertising. For the 2009 season, the NFL will continue to take a leadership role in the fight against childhood obesity with its NFL PLAY 60 in-school programming, activations at NFL calendar events, in-game PSAs and dedicated advocacy efforts geared towards increasing access to physical education for all youth.

NFL PLAY 60 is the league's main corporate social responsibility platform under which several youth health and fitness initiatives fall. Here is a look at some NFL efforts in that area:

| PROGRAM | DESCRIPTION |
|------------------------|--|
| NFL PLAY 60 Challenge | In-school curriculum of NFL PLAY 60 (in partnership with AHA) |
| NFL Mini-ReCharge | Fitness circuit equipment used for elementary school kids (in partnership with AFHK) |
| 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 | League-wide day of service (in partnership with United Way) |
| Fuel Up To PLAY 60 | School-based groups aimed at getting schools healthy (in partnership with NDC) |
| NFL Grassroots Program | Field grant program (in partnership with Local Initiative Support Corporation) |

NFL SUPPORTS BREAST CANCER AWARENESS MONTH



The NFL will support October's National Breast Cancer Awareness Month with special pregame ceremonies, team community outreach and unique pink items. The NFL has designated the weekend of October 4-5 as NFL Breast Cancer Awareness Weekend. As part of the league's "Crucial Catch" campaign, fans will be reminded about the importance of annual breast cancer screenings for women over 40.

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. Reebok will design special sideline hats with pink accents for all players, coaches and sideline personnel. The hats will also be sold at all stadiums, with a percentage of the proceeds going to the American Cancer Society (ACS). In addition, Reebok will create pink wristbands and gloves for players to wear and Nike will also produce

special gloves. Gatorade will feature the NFL shield/pink ribbon logo on all packaging at retail stores throughout the month and will provide special pink sideline towels to all players. 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 to kick off each game. The footballs will later be auctioned off via NFL Auction (nflauction.nfl.com), with proceeds going to the ACS. Many teams will extend the national platform with local grassroots efforts. Teams will designate home games in honor of Breast Cancer Awareness Month and plan special in-stadium or pregame events with local organizations. Several teams will work with the ZTA sorority to distribute pink ribbons at stadium entrances throughout October.



NFL Breast Cancer Awareness Weekend will be highlighted with features on NFL.com and NFL Network.



LIVE UNITED

This year marks the 36th 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 players. In doing so, the NFL and United Way have changed the landscape of corporate/non-profit community partnerships.

In addition to working with United Way to promote PLAY 60, the NFL's initiative to encourage youth to be physically active for at least 60 minutes a day, the league will also partner with United Way on the **LIVE UNITED** campaign this season. LIVE UNITED, which launched last year, 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 San Diego Chargers running back **LA DAINIAN TOMLINSON**.

Following is the list of players who will be featured in this year's United Way 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 | Shayne Graham | 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 | David Thornton |
| Kansas City Chiefs | Bobby Engram | Washington Redskins | Santana Moss |



NFL CHARITIES GIVES BACK THROUGH HOMETOWN HUDDLE AND INAUGURAL CHARITIES WEEK

This October, the NFL and the United Way will partner for the 11th annual Hometown Huddle, the NFL's league-wide day of service. Hometown Huddle consists of a series of volunteer projects funded by NFL Charities and implemented on the same day in NFL cities nationwide. Teams will be rebuilding playgrounds, hosting youth football clinics, and helping kids stay active for 60 minutes a day as part of NFL PLAY 60, the league's youth health and fitness campaign.

Earlier this offseason, six community-minded players took center stage as part of the inaugural NFL Charities Week. Designed to recognize the charitable efforts of players throughout the year, Charities Week included the announcement of \$1 million in grants to support 89 charitable player foundations.



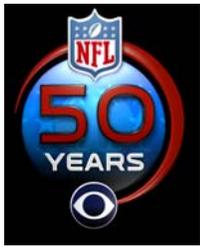
Throughout NFL Charities Week, five player foundations receiving NFL Charities grants were recognized at events nationwide on five consecutive days in late March and early April. The players honored for their work in the community were Jacksonville Jaguars wide receiver **TORRY HOLT** and his brother **TERRENCE**, New England Patriots tackle **MATT LIGHT**, Miami Dolphins quarterback **CHAD PENNINGTON** (left, donating backpacks during NFL Charities Week), New York Jets fullback **TONY RICHARDSON** and Dallas Cowboys tight end **JASON WITTEN**.

"There are so many guys in the NFL who do a lot of things who could benefit from the things the league is helping us with," says Witten, who hosted an outing with children from a local domestic violence shelter as part of Charities Week. "The NFL didn't have to do this but it shows they really are paying attention and want to help us be a part of the community."

The NFL has long supported players' philanthropic endeavors and NFL Charities has awarded more than \$10 million to player foundations in recent years.

Patriots owner **ROBERT KRAFT** attended Light's NFL Charities Week event and praised his commitment to the community. Speaking to a group of schoolchildren, Kraft described Light as "a very special guy," and reminded the students to "Make sure you dream big and don't be afraid to fail — that's what this young man has done."

Formed in 1973, NFL Charities is a nonprofit organization that enables NFL teams and their players to contribute collectively to charitable causes on a national level. NFL Charities, which has approved more than \$110 million in grants to more than 300 different organizations since its inception, donates more than \$10 million in grants annually to support causes such as sports-related medical research, youth health programs and the charitable work of current and former NFL players.



NFL TV HAS A NEW LOOK IN '09

Collinsworth in the NBC booth...Gruden to ESPN's *MNF*...Millen to NFL Network's *Thursday Night Football*...John Lynch on FOX...and a round of new studio talent.

The NFL in 2009 will see a lot of changes when it comes to its TV landscape. But one thing won't change – the passion fans have to watch America's No. 1 sport.

Terry, Shannon, both Boomers (Esiason and Berman) et al. will be in their regular seats, but some new faces also will be on NFL TV screens. [A look at the NFL on TV in 2009:](#)

- Following **JOHN MADDEN**'s retirement, **CRIS COLLINSWORTH** steps into NBC's booth to join **AL MICHAELS** on the network's *Sunday Night Football* broadcasts. "This job is an incredible opportunity," says Collinsworth, who won two Emmys in the past three seasons for his game analysis on NFL Network's *Thursday Night Football*. "It's an honor to be asked to do games at this level, particularly when you consider that John Madden wanted this to happen."
- With Collinsworth moving to the NBC games, **MATT MILLEN** moves into NFL Network's *Thursday Night Football* booth alongside **BOB PAPA**. "Matt is as sharp as when he last broadcast a game," says NFL Network executive producer **ERIC WEINBERGER**.

Millen also joins ESPN's *NFL Monday Night Countdown* show and as a college football analyst.

- A pair of Super Bowl winning coaches are moving to TV. ESPN kicks off the 40th season of *Monday Night Football* with Super Bowl XXXVII-winner **JON GRUDEN** joining **MIKE TIRICO** and **RON JAWORSKI**.

TONY DUNGY, Gruden's predecessor in Tampa Bay and winner of Super Bowl XLI with the Indianapolis Colts, joins NBC's *Football Night in America* show.

Dungy is familiar with fellow NBC studio rookie **RODNEY HARRISON**. While with New England, the recently retired defensive back had three interceptions in six games against Dungy's Colts. How will Harrison deliver his message on television? "Just like I played the game," he says. "I'm going to be honest and I'm going to be forthright and I'm going to do it with passion. It's the only way I know and I know Tony feels the same."

- CBS marks its 50th season of NFL coverage in 2009. Key dates on the CBS NFL calendar include Super Bowl XLIV from South Florida on February 7, 2010 and the October 25 New England Patriots-Tampa Bay Buccaneers matchup in the NFL International Series at Wembley Stadium in London.
- FOX kicks off its "Sweet" 16th season covering the NFL and welcomes a trio of new game analysts. Nine-time Pro Bowl safety **JOHN LYNCH** and six-time 3,000-yard passer **TRENT GREEN** leave the field for the FOX broadcast booth while BCS on FOX and NFL Network analyst **CHARLES DAVIS**, who has called the past three national championship games, will handle NFL action as well this year.
- NFL Network will televise its first-ever international game when the New York Jets visit the Buffalo Bills in Toronto on Thursday, December 3. **JASON LA CANFORA**, formerly of the *Washington Post*, joins NFL Network as a reporter.
- ESPN will televise the 2010 Pro Bowl on Sunday, January 31 from South Florida. It is the first time ESPN will show the annual All-Star Game since 2007. Former head coach **HERM EDWARDS** joins as a studio analyst and **ADAM SCHEFTER** joins as a reporter.
- *Inside the NFL* kicks off its second season on Showtime a week earlier than last year – with a season-preview episode on Wednesday, September 9 (9:00 PM ET/PT) – and concludes three days after Super Bowl XLIV on Wednesday, February 10.



FLEXIBLE SCHEDULING RETURNS

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

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.

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 2009

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-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-Keith Olbermann-Dan Patrick-Tony Dungy-Rodney Harrison-Tiki Barber-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



2009-10 NFL CALENDAR

| | | | |
|------------------------|------------------------------|----------------------------|--|
| September 10-14 | Kickoff 2009 | January 31 | AFC-NFC Pro Bowl, South Florida (ESPN) |
| October 12-13 | NFL Fall Meeting, Boston, MA | February 7 | Super Bowl XLIV, South Florida (CBS) |
| October 20 | Trading deadline | February 24-March 2 | NFL Scouting Combine, Indianapolis, IN |
| January 3 | Regular season ends | March 21-24 | NFL Annual Meeting, Orlando, FL |
| January 9-10 | Wild Card Playoffs | TBD | NFL Draft, New York City |
| January 16-17 | Divisional Playoffs | May 24-26 | NFL Spring Meeting, Dallas, TX |
| January 24 | Conference Championships | | |



NFL RADIO 2009: WESTWOOD ONE COVERS PRIMETIME & HOLIDAYS; SIRIUS 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.

In 2009, **WESTWOOD ONE** and the NFL announced a new two-year agreement to continue as the exclusive network radio partner of the NFL. Westwood One has been an NFL network radio partner for more than four decades and the exclusive network radio partner since 1987.

“We are pleased to continue our partnership with Westwood One, which has been a long-time part of the NFL family,” says Howard Katz, NFL senior vice president of broadcasting and media operations.

The Westwood One NFL broadcast schedule features 57 national games, including the Pro Football Hall of Fame Game, the Thursday night Kickoff game, all primetime games, Thanksgiving Day games, and the entire postseason, including the Pro Bowl and Super Bowl XLIV. In addition, Westwood One’s NFL broadcasts will now be streamed online as part of Field Pass on NFL.com. Westwood One also delivers specialty programs, including *The NFL Today*, *NFL Preview*, *NFL Insider*, *NFL Sunday* and *NFL Fantasy Football Forecast*.

This year will mark the NFL’s sixth 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 XLIV – 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, which is also available on SIRIUS Internet Radio, the Internet version of the SIRIUS radio service, offers a daily lineup of exclusive talk programming hosted by former NFL stars and radio personalities. Every weekday at 7:00 PM ET, SIRIUS NFL Radio airs a live simulcast of NFL Network’s signature show, *NFL Total Access*.

SIRIUS NFL RADIO SCHEDULE

| WEEKDAY PROGRAMMING | TIME (All times ET) | HOSTS |
|----------------------------------|----------------------------|--|
| “The Opening Drive” | 7:00-10:00 AM | Bob Papa, Randy Cross, Peter King, Shannon Sharpe |
| “The SIRIUS Blitz” | 10:00 AM-1:00 PM | Adam Schein, Jim Miller |
| “The Red Zone” | 1:00-3:00 PM | Solomon Wilcotts, Gil Brandt, Marty Schottenheimer |
| “Movin’ the Chains” | 3:00-7:00 PM | Tim Ryan, Pat Kirwan |
| NFL Network’s “NFL Total Access” | 7:00-8:00 PM | NFL Network talent |
| “Late Hits” | 8:00-11:00 PM | Bryan McGovern, Ross Tucker, Carl Banks |
| “SIRIUS Fantasy Football Show” | Fri.: 8:00-11:00 PM | Adam Caplan, John Hansen |
| | | |
| SATURDAY PROGRAMMING | TIME (All times ET) | HOSTS |
| “The Weekend Kickoff” | 8:00-11:00 AM | Ross Tucker, Dean Dalton |
| “Press Coverage” | 11:00 AM-2:00 PM | Vic Carucci, Dan Leberfeld |
| “Chalk Talk” | 2:00-4:00 PM | Dave Hagen |
| “The End Zone” | 4:00-8:00 PM | Bryan McGovern, Pat Kirwan |
| “Late Hits” | 8:00-11:00 PM | Andrew Bogusch, 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, Bryan McGovern |
| “NFL Rewind” | 8:00 PM-12:00 AM | Jack Arute, Jim Miller |



IT'S LONDON, YEAR 3!

The NFL's **INTERNATIONAL SERIES** of regular-season games will return to the United Kingdom in 2009 when the Tampa Bay Buccaneers host the New England Patriots on Sunday, October 25 at Wembley Stadium. This year's contest will feature two teams that have played in five of the past eight Super Bowls.

"Over the past two years, we have seen first-hand the excitement that exists for our sport in the U.K.," says NFL Commissioner **ROGER GOODELL**. "The games have helped us to deepen our connection with our U.K. fans as well as create new ones. We are looking forward to another outstanding game in 2009."



The contest will mark the third consecutive year of an NFL regular-season game at London's Wembley Stadium, part of a multi-year commitment to play a limited number of regular-season games in the U.K. on an annual basis. In 2008, the New Orleans Saints defeated the San Diego Chargers 37-32 before a crowd of 83,226 (left).

"There are 32 teams in the NFL and the Saints and Chargers were just the third and fourth clubs to represent the NFL in London," says New Orleans quarterback **DREW BREES**, who passed for 339 yards and three touchdowns in the game. "That speaks volumes and I am honored to have been there."

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

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

| NAME, TEAM | COMMENT |
|---|---|
| S Will Allen, Miami | "I loved playing at Wembley. It made me feel a lot like I was a gladiator. It felt like a playoff game out there. People in England understand the game." |
| Owner Tom Benson, New Orleans | "Every time I turned on the TV out there, I saw something about the Saints." |
| DE Luis Castillo, San Diego | "It was a great experience for us. Getting a chance to walk around London and see some things, it's a beautiful town. We all enjoyed it." |
| G Rex Hadnot, Cleveland (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, New York | "The British fans were great. I hope the NFL continues to play games there. I would recommend playing there to any team. It felt like playing a normal regular-season game, but just in a different country." |
| RB Deuce McAllister (with New Orleans in '08) | "It felt like a home game, but probably had more of a playoff feel to it just because of the amount of people and how many cameras were flashing. The crowd was into it. There were a lot of people cheering for New Orleans." |
| RB LaDainian Tomlinson, San Diego | "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." |
| Head coach Norv Turner, San Diego | "It was a great experience for both teams. It's a great opportunity for our league and I'm glad our team was a part of it." |

...MEANWHILE, IN TORONTO

The Buffalo Bills will continue their series of games in Toronto when they play the New York Jets on December 3 in a Thursday-night primetime matchup (NFL Network, 8:20 PM ET).

The contest marks the third of eight games over a five-year period for the Bills at the Rogers Centre in Toronto. NFL owners unanimously approved a plan last year for the Bills to play a regular-season game in Toronto – Canada's largest city – each year from 2008-12 and preseason games in 2008, 2010 and 2012.



"We are very pleased to be the first franchise in NFL history to split our schedule between our domestic home city of Buffalo, New York and our neighboring international city, Toronto, Ontario," says Bills owner and Pro Football Hall of Famer **RALPH WILSON**. "The population growth in Toronto, the passion the Canadian fans have shown for the Buffalo Bills and the vision of the late Ted Rogers of Rogers Communications and Larry Tanenbaum of Maple Leaf Sports and Entertainment have made this possible."

OKOYE LEADS SECOND TRIP TO NIGERIA



For the second year in a row, Houston Texans defensive tackle **AMOBI OKOYE** led a trip to his native Nigeria as part of his “Changing Africa Through Education” program.

Joining Okoye this year were fellow NFLers **XAVIER ADIBI** (Texans), **NNAMDI ASOMUGHA** (Oakland Raiders), **TOMMIE HARRIS** (Chicago Bears), **ISRAEL IDONIJE** (Bears), **ADEWALE OGUNLEYE** (Bears) and **OSI UMENYIORA** (New York Giants).

For the players, the bonds that result from making such an impactful trip with fellow NFLers is unforgettable.

“We share a common bond, like a fraternity or a secret society,” says Ogunleye. “These are memories that we’re going to always have. Building these relationships through our work in Africa is special.”

Idonije, Ogunleye and Umenyiora also joined Okoye on the inaugural trip in 2008 when 20 full scholarships were awarded to students preparing to attend Nigerian universities.

“I’m not the most spiritual person, my mom is,” says Okoye. “But after I got drafted I really had a revelation and it’s probably the first revelation I ever had in my life. And that revelation was that there was a plan and purpose for my life and this is part of it.”

The eight-day trip was focused on education and health. Okoye believes the best way to improve the lives of children in Africa is through improved educational opportunities.

The group, accompanied by a team of doctors and nurses, provided free medical treatment, conducted two football camps, distributed scholarships and organized clinics on everything from female empowerment to AIDS education.



“I just love to travel, and I love to see different things,” says Harris. “It really makes you appreciate where you are in your life and the things you take for granted. You go over there thinking you’re about to pour into their lives, but they pour so much more into your life. You look at them and you see so much happiness.”



Okoye was born in Anambra, Nigeria. He moved to the United States as a preteen and tested into the ninth grade as a 12-year old when his family moved to Huntsville, Alabama.

At age 12, he was in high school. At 16, he was in college. And at 19, he was the youngest player drafted in the NFL since 1967.

After his first NFL season, Okoye started the Amobi Okoye Foundation. The “Changing Africa Through Education” program is at the heart of his foundation.

Okoye plans on increasing the size of this project each year, with hopes of eventually opening a school where participation in sports will encourage excellence in education.

He met with local politicians and leaders while in Nigeria to begin gaining support for this project.

“I want to educate through football,” he says. “I just hope and believe in my heart that it’s going to work.”



Adibi



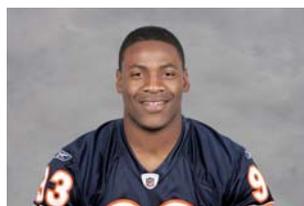
Asomugha



Harris



Idonije



Ogunleye



Okoye



Umenyiora

INTERNATIONAL STARS



New England Patriots tackle **SEBASTIAN VOLLMER** (left), a second-round selection in the 2009 NFL Draft, was born in Germany and did not start playing football until the age of 14.

However, once he took the field, he excelled, helping his German prep school win two national championships and playing in the 2003 Global Junior Championship in San Diego.

It was at the Global Junior Championship, a tournament featuring top youth football talent from around the world, that he caught the eye of college recruiters. Originally scouted as a tight end, Vollmer attended the University of Houston and made the transition to offensive tackle.

“Everyone dreams about this,” Vollmer said after being drafted by the Patriots with the No. 58 overall selection. “I will work hard every day, try to improve today to do what I can do to get better tomorrow, and everything takes care of itself from there.”

Some of the foreign-born players in the NFL:

| COUNTRY | PLAYER(S) |
|-----------------------|--|
| AMERICAN SAMOA | DE Jonathan Fanene, Cin; G Toniau Fonoti, Det; LB Rey Mauuluga, Cin; DT Domata Peko, Cin; DE Ropati Pitoitua, NYJ; DT Junior Siavii, Dal; DT Isaac Sopoaga, SF |
| AUSTRALIA | P Ben Graham, Ari; P Mat McBriar, Dal; P Sav Rocca, Phi; G Cameron Stephenson, Jax |
| BAHAMAS | WR Devard Darling, KC |
| CAMEROON | LB Moise Fokou, Phi |
| CANADA | S Oshiomogho Atogwe, StL; WR Nate Burleson, Sea; DT Colin Cole, Sea; CB Jason David, NO; RB Clifton Dawson, Hou; T Dan Federkeil, Ind; WR Sam Giguere, Ind; T Nick Kaczur, NE; C L.P. Ladouceur, Dal; DE Rob Meier, Jax; C Brett Romberg, Atl; P Jon Ryan, Sea; K Shaun Suisham, Was |
| CZECH REPUBLIC | T Will Svitek, Atl |
| ENGLAND | CB Domonique Foxworth, Bal; DE Osi Umenyiora, NYG |
| ESTONIA | T Michael Roos, Ten |
| GERMANY | S Lewis Baker, SF; FB Jerome Felton, Det; WR Domenik Hixon, NYG; CB Mike Jenkins, Dal; C Doug Legursky, Pit; LB D.D. Lewis, Sea; DE Kyle Moore, TB; G Jamar Nesbit, NO; RB Tony Richardson, NYJ; FB Mike Sellers, Was; TE Tony Stewart, Oak; T Sebastian Vollmer, NE; |
| HAITI | T Gosder Cherilus, Det |
| JAMAICA | S Atari Bigby, GB; S Patrick Chung, NE; DT Jovan Haye, Ten; DE Vaughn Martin, SD; DE Ryan McBean, Den; T Damion McIntosh, KC |
| JAPAN | DT Marcus Thomas, Den |
| LIBERIA | RB Jehuu Caulcrick, NYJ; DE Tamba Hali, KC; CB Ashton Youboty, Buf |
| NEW ZEALAND | G Johan Asiata, Chi |
| NIGERIA | LB Isaiah Ekejiuba, Oak; DT Israel Idonije, Chi; DT Amobi Okoye, Hou |
| PHILLIPINES | C Eugene Amano, Ten |
| POLAND | P Piotr Czech, Pit; K Sebastian Janikowski, Oak |
| PUERTO RICO | LB Ken Amato, Ten |
| SCOTLAND | K Lawrence Tynes, NYG |
| SIERRA LEONE | S Madiou Williams, Min |
| SOUTH KOREA | WR Hines Ward, Pit |
| SPAIN | WR Bernard Berrian, Min |
| TONGA | DT Ma'ake Kemoeatu, Car; G Deuce Lutui, Ari |
| TRINIDAD | G Anthony Herrera, Min |
| UKRAINE | DE Igor Olshansky, Dal |
| VIRGIN ISLANDS | LB Abdul Hodge, Cin |





NFL SALUTES MILITARY IN MANY WAYS



Vikings defensive end **JARED ALLEN** (second from left), New York Giants linebacker **DANNY CLARK** (far left), Arizona Cardinals wide receiver **LARRY FITZGERALD** (far right) and St. Louis Rams linebacker **WILL WITHERSPOON** (second from right). The group's 10-day trip took them through both Iraq and Kuwait.

The tour was a special one, as each of the participants has a personal tie to the military. Allen's grandfather, Ray, was a Marine for 23 years rising from the rank of Private to Captain and serving in World War II and his brother, Scot, recently graduated from Marine Corps boot camp. Clark has twin brothers in the armed forces – Jason (Air Force) and Joshua (Marines). Fitzgerald attended Valley Forge (PA) Military Academy after high school and his grandfather was a Lieutenant in the Army who won a purple heart for his service in Korea. Witherspoon's father served 20 years in the Air Force and the Rams linebacker refers to himself as an "Air Force Brat."

"For me," says Allen, "the most selfless thing you can do is serve your country. This trip was the greatest thing I've ever done. It was awesome. It was phenomenal."

Whether it was their close ties to the military or just their huge amounts of enthusiasm and excitement, the four players on this year's tour made the trip one of the most successful ever.

By starting their days around 6 AM and not heading to bed until after midnight, the players were able to shake thousands of hands, snap hundreds of pictures and sign many autographs. The common theme in all of the interactions is the mutual admiration that flows between the soldiers and the athletes visiting the bases. The troops are in awe when they meet their gridiron heroes and the players are even more proud to shake the hands of the men and women keeping our country safe. Their work allows our people to be free and for the NFL to prosper. As the players told all of the soldiers they met: "We are here because you are here."

"This tour was one of the best experiences of my life – something that I'll never forget," said Allen in addressing a group of soldiers. "We as players probably get more out of it than you do as soldiers and Marines."



COACHES ON TOUR: Five current and former NFL coaches who are leaders on and off the field launched a new tradition this July with the inaugural NFL-USO Coaches Tour. Giants head coach **TOM COUGHLIN** (third from right), former Steelers head coach **BILL COWHER** (second from left), Titans head coach **JEFF FISHER** (third from left), former Raiders and Buccaneers head coach **JON GRUDEN** (far left) and Ravens head coach **JOHN HARBAUGH** (far right) traveled to meet and greet service members for several days in the Persian Gulf region.

The highly respected coaches were accompanied in Iraq by **GENERAL RAY ODIERNO**, a four-star general who commands the entire coalition war effort in Iraq. They were also able to spend some time with **VICE PRESIDENT JOE BIDEN** (center), who stayed down the hall from the coaches at the Joint Visitors Bureau Hotel (the coaches are pictured, left, with Vice President Biden, and his son **CAPT. BEAU BIDEN**, second from right).

The coaches shook lots of hands and signed many autographs while thanking the troops they encountered for their service and all they do to protect our country.

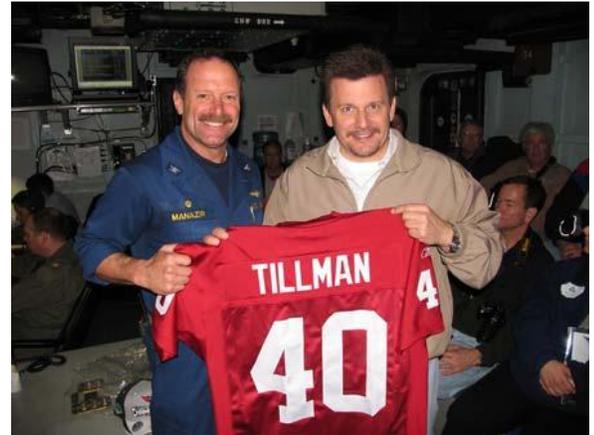
“Every soldier we’ve met since we’ve been here has thanked us for coming,” Fisher told the troops. “But this is backwards. We are here to thank you. You are the ones who are sacrificing. You are the ones who are serving. You are the ones who deserve thanks.”

It was an unforgettable trip containing memories that will be ingrained in the participants’ minds forever.

“It’s not just life changing,” says Harbaugh. “It’s life affirming.”

Some ties between the NFL and the military:

- Arizona Cardinals president **MICHAEL BIDWILL** was part of a group that visited the USS Nimitz off the coast of California in March. Bidwill presented the ship’s commanding officer, Captain Michael Manazir, with a No. 40 Pat Tillman jersey as a gift (right).
- Denver Broncos rookie defensive end **RULON DAVIS** served four years in the Marines (including a six-month tour in Iraq) before playing college football at the University of California. The 25-year old will be competing for a spot on the Broncos’ roster this summer. The lessons learned in the Armed Forces have already transferred to his NFL career. “He treats everybody with a great deal of respect,” says Broncos head coach **JOSH MC DANIELS**. “He listens, asks good questions, sits up in his chair, he’s always attentive, those types of things. You can tell he was brought up the right way.”



- New York Jets special teams assistant **BEN KOTWICA** served in the Army as an Apache attack helicopter pilot in Iraq and logged over 1,000 hours of combat flying during his mission. He joined the Jets in 2006 as a quality control coach and has been rising up the ranks since then. Kotwica’s background has ensured that nothing that transpires on the football field will ever rattle him. “I can tell you this,” Jets head coach **REX RYAN** says of Kotwica, “he’s not nervous...about anything.”



- In February, **JOSH WILSON** of the Seattle Seahawks, **SAMMY MORRIS** of the New England Patriots, retired Pro Bowl tackle **WILLIE ROAF** and cheerleaders from the Oakland Raiders visited the Persian Gulf on a 10-day trip called the Super Sunday tour.
- In June, the Seattle Seahawks visited Fort Lewis, an Army base near Tacoma, Washington. It was more than just a meet-and-greet for the team – several players pushed themselves as they participated in an obstacle course used to train the soldiers. “There are a lot of Seahawks fans that work on this base,” Seattle coach **JIM MORA** said. “And we’re showing a little love to them and appreciation for what they do for our country to keep us safe and allow us to live the wonderful lives we live. We hoped that we could give something to them and take something in return. It was a great day.”

• The San Diego Chargers celebrated Military Appreciation Day during June by holding one of their offseason coaching sessions at Marine Corps Air Station Miramar (left). Rookies and some selected veterans took part in the workout in front of Marines, sailors and their families.

- **BRAD BUTLER** of the Buffalo Bills visited US military bases in Afghanistan on a 10-day trip in February.
- **WILL ALLEN** and **MICHAEL CLAYTON** (right) of the Tampa Bay Buccaneers visited four US Military bases in Okinawa, Japan. “To go around and see that and see how dedicated these men and women are to our country and our security, it was eye-popping,” says Allen. “It was very humbling.”



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

| PLAYER/COACH | TEAM | MILITARY TIE |
|---|---------------|---|
| 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 | Philadelphia | Brother is a Staff Sergeant First Class in the Army and served in Iraq in 2003 |
| 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 |
| Asst. Special Teams Chris Beake | Seattle | Served the Air Force as a civil engineer officer from 1995-98 |
| 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 | N.Y. Giants | Currently in the National Guard; unit is prepared for Afghanistan if needed |
| T Jammal Brown | New Orleans | Father, Charles, is retired from the Army |
| C Jason Brown | St. Louis | Brother, Lunsford, served in Iraq and was killed in 2003 |
| T Brad Butler | Buffalo | Both grandfathers served in the military |
| Head coach Brad Childress | Minnesota | Son is in the Marines |
| LB Danny Clark | N.Y. Giants | Has twin brothers in the armed forces – Jason (Air Force) and Joshua (Marines) |
| RB Thomas Clayton | San Francisco | 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 |
| DE Rulon Davis | Denver | Served four years in the Marines, including a six-month tour in Iraq |
| 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 in the Navy |
| 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 |
| CB Drayton Florence | Buffalo | Father, Drayton, Sr. is a retired Army medic; sister, Lakisha, is currently serving in the Army |
| C Hank Fraley | Cleveland | Brother was stationed with the Army in Iraq; father is a Vietnam veteran |
| LB Marcus Freeman | Chicago | Father, Michael, served 26 years in the Air Force |
| Offensive coordinator Chan Gailey | Kansas City | Father, Tom, was in the Marines |
| K Shayne Graham | Cincinnati | 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 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) |
| LB Parys Haralson | San Francisco | Grandfather served in the Army |
| DE Jason Hunter | Detroit | Father, James, served 25 years in the 82nd Airborne Division in the Armed Forces |
| 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 Kotwica | N.Y. Jets | Served in the Army as an Apache helicopter pilot in Iraq |
| LB Manny Lawson | San Francisco | Father, Donald, served in the Air Force |
| LB Ben Lieber | 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 | Tennessee | Father served in the Army for 23 years, including two tours in Vietnam |

| | | |
|--|---------------|--|
| FB Jason McKie | Chicago | 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 |
| RB Sammy Morris | New England | Father, Sammy, was an Air Force Staff Sergeant; brother, Brien, serves in the Air Force |
| G Jamar Nesbit | New Orleans | 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 | Miami | 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 | Cleveland | Father is an active reservist in the Army |
| WR Josh Reed | Buffalo | Brother (Army) and cousin (Navy) recently served in Iraq |
| G Tyler Reed | Chicago | Father, Gary, played football for the Naval Academy from 1971-75 |
| 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 | San Francisco | Five of his six brothers served in the Army |
| LB Cody Spencer | Detroit | 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 |
| Wide receivers 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 | Buffalo | 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 | N.Y. Giants | 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 |
| LB Will Witherspoon | St. Louis | Father was in the Air Force |
| DB Dexter Wynn | Detroit | Mother is a retired Air Force civil engineer who served in the Gulf War |
| DT Bryant Young | San Francisco | Father served in the Army; brother served four years in Desert Storm; wife was the daughter of a career military man |
| Offensive line coach Larry Zierlein | Pittsburgh | Served in the Marines for two years, including a one-year tour of duty in Vietnam |



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

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

- With the fifth pick in the 2009 NFL Draft, the New York Jets selected USC quarterback **MARK SANCHEZ** (right), the first QB taken by the Jets with a top-five pick since Pro Football Hall of Famer Joe Namath in 1965. Sanchez, whose great-grandfather came to the U.S. from Mexico, became a role model for Latino youth in Los Angeles while playing at USC. "You'd see a little kid with Boyle Heights Bulldogs on his jersey, and you'd know he's from East Los Angeles," recalls Sanchez. "And he'd stare up at me, look at my skin and see my last name, and he'd just think, 'I can do that, I can be like him.' That's awesome. That's the best. That's all you can hope for – to touch people along the way." On the field, Sanchez's 34 touchdowns for the Trojans during the 2008 season ranked second in school history. "At USC, they put a lot of emphasis on the quarterback with Heisman trophy winners, All-Americans and national champions," says Sanchez. "They want results, just like the fans and the press here in New York. That's what I'm prepared to work for."
- 
- All-Star tight end **TONY GONZALEZ** caught 96 passes for 1,058 yards and 10 touchdowns last season for the Kansas City Chiefs. This year he'll be a solid target for quarterback Matt Ryan as he joins the Atlanta Falcons' offense. "Tony's arrival will make an instant impact not only on the offensive side of the ball, but on the overall team in general," says Ryan. "I feel privileged to be throwing the ball to a future Hall of Famer." Gonzalez, who has been selected to 10 Pro Bowls, owns NFL career records for tight ends with receptions (916), receiving yards (10,940), receiving touchdowns (76) and 100-yard games (26).
 - Former Baltimore Ravens practice squad player **SALOMON SOLANO** served as the defensive line coach for the Mexican junior national team which finished in fourth place in the 2009 International Federation of American Football (IFAF) Junior World Championship this summer in Canton, Ohio. The tournament featured the world's best high school-aged (19 and under) national teams from eight countries and four continents. Solano is no stranger to international competition having twice represented Mexico at the junior level in 2003 and 2004.
 - The NFL Youth Football Fund awarded \$550,000 to 150 NFL players and coaches to support their free youth football camps this year. Among the grant recipients was former NFL kicker **LUIZ ZENDEJAS**, who currently serves as the community relations director for the Arizona Cardinals. Zendejas held a free camp in Guadalajara, Mexico in June for youth aged 7-17.
 - Punter **DANIEL SEPULVEDA** of the Super Bowl champion Pittsburgh Steelers visited the White House in May to meet President Obama. "I got a new suit after we won the Super Bowl, knowing we were going to make that visit," Sepulveda says. The Steelers players and coaches put together care packages for military troops in Iraq and Afghanistan during the White House visit.
 - Indianapolis Colts wide receiver **ANTHONY GONZALEZ** is a member of the First Tee of Indianapolis board of directors. The program provides opportunities for boys and girls to develop skills that will enable them to become responsible citizens and leaders in their communities. "It is a distinct pleasure and privilege to lend my support to the efforts of First Tee of Indianapolis," says Gonzalez. "Teaching and instilling core values in today's youth is critical to our society's continued success."

A list of some of the 2009 Hispanic NFL players:

| <u>PLAYER</u> | <u>POSITION</u> | <u>TEAM</u> | <u>PLAYER</u> | <u>POSITION</u> | <u>TEAM</u> |
|--------------------|-----------------|--------------|------------------|-----------------|---------------|
| Ken Amato | LS | Tennessee | Glenn Martinez | WR | Houston |
| Richard Angulo | TE | Jacksonville | Knowshon Moreno | RB | Denver |
| Greg Camarillo | WR | Miami | Buck Ortega | TE | New Orleans |
| Jonathan Casillas | LB | New Orleans | Robert Ortiz | WR | New England |
| Luis Castillo | DE | San Diego | Manuel Ramirez | G | Detroit |
| Shaun Cody | T | Houston | Alex Romero | K | San Francisco |
| Willie Colon | T | Pittsburgh | Tony Romo | QB | Dallas |
| Brian De La Puente | G | Kansas City | Mark Sanchez | QB | New York Jets |
| Greg Estandia | TE | Jacksonville | Lou Saucedo | T | Baltimore |
| Jeff Garcia | QB | Oakland | Daniel Sepulveda | P | Pittsburgh |
| Juan Garcia | G | Minnesota | Anthony Toribio | DT | Green Bay |
| Roberto Garza | C | Chicago | Mario Urrutia | WR | New York Jets |
| Anthony Gonzalez | WR | Indianapolis | Jose Valdez | T | Atlanta |
| Tony Gonzalez | TE | Atlanta | Louis Vasquez | G | San Diego |
| Joselio Hanson | CB | Philadelphia | Luis Vasquez | LB | Baltimore |
| Juaquin Iglesias | WR | Chicago | Fernando Velasco | C | Tennessee |



SEVEN COLLEGES ADD FOOTBALL IN '09

Since 2000, 34 colleges have added football to their sports lineup. That number will mushroom to 41 with seven more schools this year. In the spring, two more colleges announced that they will start football programs in the upcoming seasons – **NOTRE DAME COLLEGE** in South Euclid, Ohio (2010) and **PRESENTATION COLLEGE** in Aberdeen, South Dakota (2011).

College football has seen historic levels of growth. Thirteen schools will be either adding a varsity team, reviving a dormant varsity program, or upgrading a team to varsity level within the next three seasons.

Seven colleges will begin varsity competition in 2009. Two schools will compete at the Division I level – **OLD DOMINION UNIVERSITY** (Norfolk, Virginia), which will play in the Colonial Athletic Association, and **SOUTH ALABAMA** (Mobile, Alabama), which will join the Sun Belt Conference. Both schools will be members of the NCAA's Football Championship Subdivision (formerly Division I-AA).

Division II will add two more teams this year as well. The **UNIVERSITY OF NEW HAVEN** (West Haven, Connecticut) revives a program that had been dormant for over 25 years and the **UNIVERSITY OF THE INCARNATE WORD** (San Antonio, Texas) will field a football team for the first time.

A trio of Division III schools – **ANNA MARIA** (Paxton, Massachusetts), **CASTLETON STATE** (Castleton, Vermont) and **HENDRIX** (Conway, Arkansas) – will also add football programs for the first time.

Other schools with football programs in the works include **LAMAR** (Beaumont, Texas; DI-FCS in 2010), which will take the field for the first time in more than 20 years, and **UNIVERSITY OF TEXAS AT SAN ANTONIO** (DI-FCS in 2011), which recently hired former Miami head coach Larry Coker to help build the program from scratch.

Following is a list of colleges that have initiated/will initiate football programs since 2004:

| <u>COLLEGE</u> | <u>START DATE/LEVEL</u> | <u>COLLEGE</u> | <u>START DATE/LEVEL</u> |
|----------------------------|-------------------------|---|-------------------------------|
| North Carolina Wesleyan | 2004-NCAA, Div. III | Dordt | 2008-NAIA |
| Ohio Dominican | 2004-NAIA | Grand View | 2008-NAIA |
| Seton Hill | 2005-NAIA | Kentucky Christian | 2008-Independent |
| Maritime (NY) | 2005-NCAA, Div. III | Old Dominion | 2009-NCAA, Div. I-FCS* |
| Brevard | 2006-NCAA, Div. II | South Alabama | 2009-NCAA, Div. I-FCS* |
| Dixie State | 2006-NCAA, Div. II | New Haven | 2009-NCAA, Div. II |
| LaGrange | 2006-NCAA, Div. III | University of the Incarnate Word | 2009-NCAA, Div. II |
| UNC-Pembroke | 2007-NCAA, Div. II | Anna Maria | 2009-NCAA, Div. III |
| Birmingham Southern | 2007-NCAA, Div. III | Castleton State | 2009-NCAA, Div. III |
| Gallaudet | 2007-NCAA, Div. III | Hendrix | 2009-NCAA, Div. III |
| Saint Vincent | 2007-NCAA, Div. III | Lamar | 2010-NCAA, Div. I-FCS* |
| Faulkner | 2007-NAIA | Georgia State | 2010-NCAA, Div. I-FCS* |
| Marian | 2007-NAIA | Notre Dame College (OH) | 2010-NAIA |
| Campbell (NC) | 2008-NCAA, Div. I-FCS* | Univ. of Texas at San Antonio | 2011-NCAA, Div. I-FCS* |
| Colorado State-Pueblo | 2008-NCAA, Div. II | Presentation (SD) | 2011-NCAA, Div. III |
| Lincoln (PA) | 2008-NCAA, Div. II | Lindsey Wilson | 2011-NAIA |
| College of St. Scholastica | 2008-NCAA, Div. III | UNC Charlotte | 2014-NCAA, Div. I-FCS* |
| Lake Erie | 2008-NCAA, Div. III | | |

* Formerly NCAA Division I-AA

WOMEN'S IMPACT ON NFL KEEPS GROWING – IN STANDS & FRONT OFFICES

More women than ever before are tuning in to watch football. Nearly 100 million women (98.9) watched games during the 2008 NFL season. Super Bowl XLIII had the most female viewers for any show in the past 15 years as an average of 38.3 million women tuned in – the most since 38.6 million women watched the 1994 Winter Olympic figure skating competition featuring Nancy Kerrigan on February 25, 1994. The 71.0 million total women who watched Super Bowl XLIII surpassed the total viewers of the 81st Annual Academy Awards three weeks later.



“Female fans make up a growing percentage of sports viewers, even for traditionally male sporting events such as the Super Bowl,” wrote Michael McCarthy in a September 2008 *USA Today* article. “The advertising agencies on Madison Avenue increasingly view sports as a vehicle to reach female consumers. Just ask the NFL.”

One effect of having such a captive female audience, McCarthy explains, is that “beauty-product brands such as Dove have advertised during the Super Bowl to reach female viewers.”

But women are not simply watching NFL games. Women also are working to make the NFL America's favorite sport.

BETSY MITCHELL (above) and **LAURA SANKEY** (right) are two of four vice presidents at the Green Bay Packers. Mitchell was promoted during the 2008 season to vice president of organizational and staff development and Sankey joined the Packers during the summer of 2008 as the club's senior vice president of marketing and sales.

Professionally trained as a mental health clinician and psychotherapist, Mitchell works with Packers staff and players on their lives off the field. She provides strategic direction and leadership, including working toward strategies that promote a strongly positive workplace culture, productive/rewarding work-time and organizational effectiveness. One of her major focuses is leading professional development, both for individuals and organizationally, while optimizing peak performance in both administrative and football areas.

“My work is related to the people side of our organization, including players, coaches and all others,” Mitchell explains. “We are all only as good as our people and must support them in offering them all they need to do their jobs and do them well.”



Sankey explained further why the entire Packers organization is committed to this success.

“At the Packers, we are focused on winning championships, as opposed to a public company who is thinking about share price,” says Sankey. “So the way we make decisions runs through a different filter. It's great that an entire organization can align behind such a visible, single goal that every person feels connected to.”

While her job is to oversee revenue-generating areas, Sankey recognizes that the key to growing the business involves passion.

“I believe that our business will grow in two ways: fans' level of passion for the team and number of fans,” Sankey says. “I love coming to work thinking about how we can make the experience even better for fans and how we can grow our fan base.”



The Philadelphia Eagles brought in **PAMELA BROWNER CRAWLEY** (left) to lead the communications team as the senior vice president of public affairs and government relations.

“Pamela Brown Crawley is an outstanding professional with terrific experience in the communications field,” says club president **JOE BANNER**. “We are delighted to have her with us.”

Since joining the Eagles, Crawley has worked with the team on a variety of projects. One involved a local school which had been adopted by the Eagles Youth Partnership, the charitable arm of the team. In the spring of 2009, the entire Eagles organization transformed the school grounds by installing play apparatuses, murals and artificial turf.

“Everyone was there at the playground build,” recalls Crawley, “and it had everything to do with the kids and the playground. Every member of this team was absorbed in that moment. I was very proud.”

Crawley has run foundations for corporations since 1998 in a wide-range of industries such as solid waste, newspaper and banking. Given her experience in a variety of fields, Crawley knows the advantages of making a difference from within an NFL team.

“People are listening,” she says. “People pay attention. It's so incredible to watch the players' outreach. We get people's attention because it's the Philadelphia Eagles. It's an NFL team. And we can be very impactful because people listen. It really allows us to make a difference in our community.”

Mitchell, Sankey and Crawley are just three examples of women within the NFL who are making a difference with their organizations.

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 |
| Dawn Aponte | VP of Football Administration | Cleveland Browns |
| Mary Pat Augenthaler | VP of Events | National Football League |
| Katie Blackburn | Executive VP | Cincinnati Bengals |
| Tracey Bleczynski | VP of Consumer Products | National Football League |
| Jeanne Bonk | Executive VP/CFO | San Diego Chargers |
| Robin Boudreau | VP of Human Resources | New England Patriots |
| Adrian Bracy | CFO | Arizona Cardinals |
| B.J. Corriveau | VP of Community/Redskins Charitable Foundation | Washington Redskins |
| Pamela Browner Crawley | SVP of Public Affairs and Government Relations | Philadelphia Eagles |
| Anastasia Danias | VP of Legal | 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 | VP of Marketing Operations | New England Patriots |
| Tammy Fruits | VP of Sales & Marketing | Kansas City Chiefs |
| Nancy Galietti | VP of Information Technology | National Football League |
| Kristen Gardner | VP of Special Events | Washington Redskins |
| Gretchen Geitter | VP of Community Relations | Buffalo Bills |
| Nancy Gill | Senior VP of Human Resources | National Football League |
| Robyn Glaser | Senior Advisor | New England Patriots |
| Darcie Glazer Kassewitz | Co-President/ Glazer Family Foundation | Tampa Bay Buccaneers |
| Laura Goldberg | GM of NFL Online | NFL.com |
| Karen Harrison | CFO & VP of Finance | Seattle Seahawks |
| Tery Howard | VP of Information Technology | Miami Dolphins |
| Nancy Hubacher | VP of Sales & Marketing | Washington Redskins |
| Carlie Irsay-Gordon | Vice President | Indianapolis Colts |
| Casey Irsay-Foyt | Vice President | Indianapolis Colts |
| Dena Kaplan | SVP of Marketing | NFL Network |
| Jenneen Kaufman | VP/CFO | Tennessee Titans |
| Cindy Kellogg | VP of Community Development | Denver Broncos |
| Roxanne Kosarzycki | General Counsel | Tampa Bay Buccaneers |
| Myra Kraft | President of the New England Patriots Charitable Foundation | New England Patriots |
| Lisa Lang | VP of Communications | San Francisco 49ers |
| 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 |
| Patricia McCabe | VP/Controller | Washington Redskins |
| 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 of Strategic Planning | Buffalo Bills |
| Jody Patton | President & CEO, Vulcan Inc. | Seattle Seahawks |
| Tracy Perlman | VP of Entertainment Marketing & Promotions | National Football League |
| Christine Procops | VP & CFO | New York Giants |
| Lucia Rodriguez | Owner/Partner | St. Louis Rams |
| Rosemary Roser | VP of Finance & Controller | National Football League |
| Laura Sankey | SVP of Marketing and Sales | Green Bay Packers |
| Kim Shreckengost | EVP – Chief of Staff, AMB Group, LLC. | Atlanta Falcons |
| Kennie Smith | Executive in Charge of Project Management | NFL Films |
| Jill Strafaci | Senior VP, Finance & Administration | Miami Dolphins |
| Suzie Thomas | Senior VP/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 |
| Kimberly Williams | COO | NFL Network |
| Denise DeBartolo York | Owner | San Francisco 49ers |

ACCOMPLISHED IN THEIR OWN RIGHT



Last December, a month before the Philadelphia Eagles embarked on an exciting playoff run that culminated with a trip to the NFC Championship Game, quarterback **A.J. FEELEY** proposed to long-time girlfriend **HEATHER MITTS** (left).

The proposal capped off a successful year for Mitts. In August, she won a gold medal in Beijing during the Summer Olympics as a defender on the U.S. Women's National Soccer Team. The club's 1-0 victory over Brazil in the finals gave Mitts her second gold medal after winning gold at the 2004 Olympics in Athens.

Earlier this year, Mitts recorded her 100th international appearance with the U.S. Women's National Soccer Team, becoming only the 25th American woman to accomplish the feat. Mitts, who has also worked as an ESPN college football sideline reporter and hopes to pursue a career in television, is currently a defender on the Boston Breakers, part of Women's Professional Soccer's seven-team league.

"I love challenges," says Mitts. "I love to set huge goals for myself and TV is right up there. So hopefully that's the next challenge once soccer is over with."

Mitts is one of many women in the NFL family who are accomplished in their own right.

Following is a list of accomplished women who have family ties to NFL players or coaches:

| NAME | ACCOMPLISHMENTS/CLAIM TO FAME | RELATION TO NFL PLAYER/COACH |
|------------------------|---|---|
| Treska Baptiste-Groves | Standout track performer at Auburn. | Wife of Jacksonville rookie DE Quentin Groves |
| Gisele Bundchen | A supermodel and actress who has appeared on more magazine covers than any other model. Participates in multiple charities and humanitarian causes, including the <i>I am African</i> campaign and the <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 |
| Sheila Chudzinski | Played pro basketball overseas in Portugal and Germany, as well as in the men's USBA (United States Basketball Alliance) where she was both a player and coach. | Wife of San Diego assistant head coach/TE coach Rob Chudzinski |
| Deb Cox | Assistant coach for the Jacksonville University women's soccer team. | Wife of Jacksonville quality control/offense coach Johnny Cox |
| Rosanne Geraty | Played field hockey at Syracuse. | Girlfriend of San Diego S Steve Gregory |
| Jayme Hardwick | Four year soccer letterwinner at Purdue. | Wife of San Diego C Nick Hardwick |
| Jacquelyn Johnson | Heptathlete who earned a spot on the U.S. women's track and field team for the 2008 Olympics, finishing 2nd in the trials. Four-time NCAA champion at Arizona State. | Girlfriend of Green Bay S Jarrett Bush |
| Erin Lechler | All-American volleyball player at Texas A&M. | Wife of Oakland P Shane Lechler |
| Heather Mitts | Defender for the Boston Breakers of Women's Professional Soccer and the U.S. Women's National Soccer Team. Won gold medals at the 2004 & 2008 Olympics. All-American and national champion in 1998 at the University of Florida. | Fiancée of Philadelphia QB A.J. Feeley |
| Cara Morey | Star field and ice hockey player at Brown. Served as assistant women's ice hockey coach at Robert Morris University. | Wife of Arizona WR Sean Morey |
| Anita Nall | Won gold, silver and bronze medals as a swimmer at the 1992 Olympic Games in Barcelona and was inducted into the International Swimming Hall of Fame in 2008. | Wife of Jacksonville strength and conditioning coach Luke Richesson |
| Shaelyn Palmer | Played goalie for USC's soccer team. | Wife of Cincinnati QB Carson Palmer |
| Angie Pressey | Played volleyball at the University of California and is training with the Olympic team. | Fiancée of Seattle RB Justin Forsett |
| Kelly Quinn | Starting midfielder on the University of Virginia women's soccer team (2005-08). | Sister of Cleveland QB Brady Quinn |
| Sanya Richards | Won gold medals in the 2004 and 2008 Olympics as part of the U.S. 4 x 400 meter relay team. | Fiancée of NY Giants CB Aaron Ross |
| Karyn Utecht | Crowned Miss Minnesota 2005. Played golf for the University of Minnesota and co-hosted the Minnesota Golf Tour on TV. | Wife of Cincinnati TE Ben Utecht |
| Chanel Weddle | Played soccer at Utah State. | Wife of San Diego S Eric Weddle |
| Carrie Whitehurst | Played basketball at Clemson. | Sister of San Diego QB Charlie Whitehurst |
| Kendra Wilkinson | Star of the E! reality-television show <i>Kendra</i> . | Wife of Philadelphia WR Hank Baskett |



NFL TEAMS HELP USA FOOTBALL TRAIN THE COACHES NATIONWIDE

Since 2007, **USA FOOTBALL** – the sport’s national governing body on youth and amateur levels – has trained nearly 20,000 youth football coaches in all 50 states. Through full-day “Coaching Schools” and an online 3-D computer-animated curriculum at usafootball.com, volunteer coaches nationwide gain insight and resources needed to best teach America’s favorite sport.

Every NFL team and a growing number of college football 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 the commitment of NFL coaches and teams to youth football, 2009 USA Football Coaching School keynote speakers include:

- Joe Baker, Tampa Bay DB coach
- Fred Biletnikoff, Pro Football HOF WR
- Sylvester Croom, St. Louis RB coach
- Darryl Drake, Chicago WR coach
- Hue Jackson, Baltimore QB coach
- Craig Johnson, Tennessee QB coach
- Bill O’Brien, New England QB coach
- Ray Rychleski, Indianapolis special teams coordinator
- Chris Scelfo, Atlanta TE coach

Don Lipari, president of the Orlando-based Central Florida Youth Football League, is one of many league commissioners requiring coaches to attend a USA Football Coaching School to strengthen their leagues.

“A bar exam doesn’t necessarily make you a great attorney,” says Lipari, who attended USA Football’s Coaching School in St. Cloud, Florida, hosted by the Tampa Bay Buccaneers in May. “But by sending our coaches to USA Football schools, we can ensure our players’ parents that our coaches have the best possible coaching education and all the tools necessary to coach their kids.”

FOOTBALL’S FIRST JUNIOR WORLD CHAMPIONSHIP TAKES PLACE IN CANTON



The world’s best teenage football players traveled to Canton, Ohio this summer to pursue their dreams on the gridiron. High school-aged national football teams from eight countries – Canada, France, Germany, Japan, Mexico, New Zealand, Sweden and the United States – and spanning four continents competed in the 2009 International Federation of American Football (IFAF) Junior World Championship.

Fifty-two countries have had national federations dedicated solely to football for as many as 70 years. Because of the growth of these national federations, IFAF, the sport’s international federation, was created in 1998 near Paris, France, to organize and further develop the game globally.

As the sport’s national governing body on youth and amateur levels, USA Football assembled Team USA – America’s first junior national team in the sport – composed of incoming college freshmen who have earned scholarships to schools such as Baylor, Michigan State, N.C.

State, Ohio State, Ole Miss, Oregon State, SMU, Syracuse, Texas A&M, Virginia, Virginia Tech and Yale.

Team USA, led by **CHUCK KYLE**, the legendary Cleveland St. Ignatius head football coach with 10 large-school Ohio state championships to his credit, took home the championship, defeating Canada 41-3 in the Gold Medal Game (pictured right) before a crowd of 15,473 fans at Canton’s historic Fawcett Stadium.

“These kids came from all over America,” says Kyle. “They came together for the love of the game of football and for the love of their country.”

USA quarterback **BRYCE PETTY**, a Baylor recruit, completed all 14 pass attempts and threw for 190 yards and three touchdowns in the Gold Medal Game.



“It was an amazing experience,” says Petty. “I can’t even put into words what it was like. I am extremely blessed.”

Running back **DAVID WILSON**, a Virginia Tech recruit, was named the tournament’s Most Valuable Player.

“We just wanted to set a standard for the players that come up behind us,” says Wilson. “This was just a wonderful experience.”

The 12-game tournament drew a total attendance of 40,043, a record for the 12-year old IFAF.

“On behalf of IFAF and the more than 50 countries on five continents that love and play organized football, we were ecstatic to have the world’s best compete in the world’s greatest football setting,” says IFAF President and Sweden native **TOMMY WIKING**. “It is known throughout the world that Canton, Ohio, is the crib of the game. It is most fitting that football’s first international competition of high school-aged players was held in Fawcett Stadium.”

CARL PETERSON NAMED USA FOOTBALL CHAIRMAN



USA Football recently announced that **CARL PETERSON** (left) will serve as the independent non-profit’s new chairman. Peterson, a former football scout, coach and NFL team administrator for more than 40 years – the past 20 with the Kansas City Chiefs – will assume a leadership role at USA Football following the passing of former chairman **JACK KEMP**.

USA Football hosts more than 100 football training events annually offering education for coaches and game officials, skill development for players and resources for youth football league commissioners residing in all 50 states.

Peterson will preside over USA Football’s board of directors and offer his insight toward

USA Football initiatives, including:

- Nearly 50 full-day “Coaching Schools” in more than 30 states to train volunteer youth football coaches.
- Forty nationwide meetings of youth football commissioners to offer insight and share best practices.
- Nearly 20 officiating camps and seminars nationwide to educate and recruit football officials.
- Twelve three-day “Player Academies” conducted across the country to advance players’ skills, aged 9-14.
- Distribution of \$500,000 in equipment grants for youth football leagues, based on merit and need.
- Distribution of \$500,000 in volunteer youth football coach and volunteer background check subsidies.
- Creation of the USA Football Youth Football Rule Book & National Playing Standard, unifying the youth game.
- Author exclusive and innovative youth football-related research to further advance America’s favorite sport.

A longtime advocate of youth football, Peterson has served on the board of the NFL Youth Football Fund and has served as the Chairman of the Board of Trustees for Pop Warner Little Scholars, Inc.

USA Football’s Officers and Board of Directors:

- Carl Peterson, USA Football Chairman
- Scott Hallenbeck, USA Football Executive Director
- Ray Anderson, NFL Executive Vice President of Football Operations
- Jason Belser, NFLPA Senior Regional Director
- Joe Browne, NFL Executive Vice President of Communications & Public Affairs
- Jon Butler, Executive Director of Pop Warner Little Scholars, Inc.
- Tom Cove, Sporting Goods Manufacturers Association (SGMA) President & CEO
- Carl Francis, NFLPA Director of Communications
- Alexia Gallagher, NFL Youth Football Department Director
- Bob Gardner, National Federation of State High School Associations CEO
- Roger Goodell, NFL Commissioner
- Mark Meana, Fairfax County (Va.) Youth Football League Chairman
- Brian Mitchell, NFL Alumni & Former NFL All-Star
- Keith Rucker, NFL Alumni & High School Football Coach
- Frank Sanchez, Boys & Girls Clubs of America Vice President
- DeMaurice Smith, NFLPA Executive Director
- Grant Teaff, American Football Coaches Association Executive Director
- Deborah Yow, University of Maryland Athletic Director

THE FAMOUS LOVE THE NFL!

Famous NFL fans are everywhere – even in other sports!

New York Yankees general manager **BRIAN CASHMAN**, a New York Giants fan, watches the scouting combine on NFL Network every February after the Yankees finish their spring training workouts. “The NFL fan participation is so much more, because you can be your own GM,” says Cashman. “The college game is very popular, then you get the combine and every NFL fan is into the draft. And then you get to play general manager. Do you trade up? Is it the right or wrong move? Everything is right before the fan.”

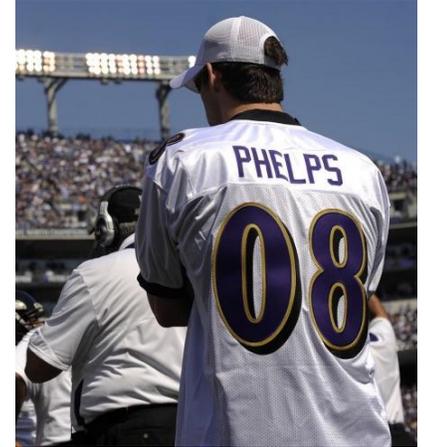
A number of NBA players are among the NFL's biggest supporters, including Most Valuable Player **LE BRON JAMES** (Dallas Cowboys), **ALLEN IVERSON** (Cowboys) and Denver's **CARMELO ANTHONY** (Baltimore Ravens). Olympic swimming champion **MICHAEL PHELPS** (right, after being awarded a jersey by the Ravens), who hails from Baltimore, is also an avid Ravens fan.



Even the president has a favorite NFL team. **PRESIDENT BARACK OBAMA** is a Chicago Bears fan, and former **PRESIDENT GEORGE H. W. BUSH** cheers for the Houston Texans. Last season, **VICE PRESIDENT JOE BIDEN** enjoyed a Philadelphia Eagles game in owner **JEFFREY LURIE**'s suite.

From sports executives, athletes and politicians to actors and singers, celebrities love the NFL.

Here are some celebrities and their favorite NFL teams:



Here are some celebrities and their favorite NFL teams:

| NAME | FAVORITE TEAM | NAME | FAVORITE TEAM |
|------------------------------------|---------------------|--------------------------------------|----------------------|
| Jessica Alba, Actress | Oakland Raiders | John Mellencamp, Singer | Indianapolis Colts |
| Carmelo Anthony, Denver Nuggets | Baltimore Ravens | Phil Mickelson, Golfer | San Diego Chargers |
| John Belushi, Actor | Chicago Bears | Bill Murray, Actor | Chicago Bears |
| Chris Berman, ESPN Broadcaster | Buffalo Bills | Nelly, Singer | St. Louis Rams |
| Jon Bon Jovi, Singer | New York Giants | President Barack Obama | Chicago Bears |
| Sandra Bullock, Actress | Washington Redskins | Jerry O'Connell, Actor | San Diego Chargers |
| Former President George H.W. Bush | Houston Texans | Apolo Ohno, Olympic Speedskater | Seattle Seahawks |
| Brian Cashman, NY Yankees GM | New York Giants | David Ortiz, Boston Red Sox | Green Bay Packers |
| Kenny Chesney, Singer | New Orleans Saints | Brad Paisley, Singer | Cleveland Browns |
| George Clooney, Actor | Cincinnati Bengals | Arnold Palmer, Golfer | Pittsburgh Steelers |
| Dale Earnhardt, Jr., NASCAR Driver | Washington Redskins | Trey Parker & Matt Stone, TV Writers | Denver Broncos |
| Tina Fey, Actress | Philadelphia Eagles | Michael Phelps, Olympic Swimmer | Baltimore Ravens |
| Jamie Foxx, Actor | Dallas Cowboys | Ryan Phillippe, Actor | Philadelphia Eagles |
| Josh Hartnett, Actor | Minnesota Vikings | Condoleezza Rice, Fmr. Sec. of State | Cleveland Browns |
| Dennis Hopper, Actor | Indianapolis Colts | Ray Romano, Actor | New York Jets |
| Ice Cube, Actor | Oakland Raiders | Paul Rudd, Actor | Kansas City Chiefs |
| Allen Iverson, NBA All-Star | Dallas Cowboys | CC Sabathia, NY Yankees | Oakland Raiders |
| Samuel L. Jackson, Actor | Tennessee Titans | Adam Sandler, Actor | New York Jets |
| Kevin James, Actor | New York Jets | Will Smith, Actor | Philadelphia Eagles |
| LeBron James, Cleveland Cavaliers | Dallas Cowboys | Usher, Singer | Tennessee Titans |
| Kasey Kahne, NASCAR Driver | Seattle Seahawks | Vince Vaughn, Actor | Chicago Bears |
| Michael Keaton, Actor | Pittsburgh Steelers | Dick Vitale, Broadcaster | Tampa Bay Buccaneers |
| David Letterman, Comedian | Indianapolis Colts | Mark Wahlberg, Actor | New England Patriots |
| Ludacris, Singer | Atlanta Falcons | Robin Williams, Actor | San Francisco 49ers |
| Joe Maddon, Tampa Bay Rays Manager | Arizona Cardinals | Rainn Wilson, Actor | Seattle Seahawks |
| Dave Matthews, Singer | Seattle Seahawks | Tiger Woods, Golfer | Tampa Bay Buccaneers |



Actors Adam Sander (right) and Ray Romano (left) on the sideline at a New York Jets game.

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, 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 kicker/punter **RYAN SUCCOP** (below), who was selected with the 256th pick by the Kansas City Chiefs. He has taken the recognition in stride.

“I don’t really mind it,” says Succop. “I don’t plan on being irrelevant. I’ve been very blessed and I plan on making an impact right away. The best part is having an opportunity to play in the NFL. Whether it’s the middle pick or the last pick, I’m just happy to have the opportunity.”

The significance of the honor has not been lost on Succop’s new head coach.

“This ‘Mr. Irrelevant’ has become such a big thing,” says **TODD HALEY**.

Succop hopes he can emulate the success of St. Louis Rams linebacker **DAVID VOBORA**, who was last year’s “Mr. Irrelevant.” Vobora started one game as a rookie and is in the mix for a starting spot in 2009.

“It was an absolute blast,” says 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>K-P Ryan Succop, Kansas City Chiefs</i> | 2009 Kansas City Chiefs | 34th Mr. Irrelevant. First specialist since Daron Alcorn in 1993. |
| <i>LB David Vobora, St. Louis Rams</i> | 2008 St. Louis Rams | Appeared in eight games with one start as a rookie. Vying for starting job in 2009. |
| <i>S Ramzee Robinson, Detroit Lions</i> | 2007 Detroit Lions | Appeared in 13 games for the Lions in 2008. |
| <i>WR Ryan Hoag, Jacksonville Jaguars</i> | 2003 Oakland Raiders | Signed with Jaguars after spending time with Giants, Redskins and Vikings. Appeared on ABC’s “The Bachelorette” in 2008. |
| <i>S Mike Green, Washington Redskins</i> | 2000 Chicago Bears | Entering eighth season in NFL. Has started 48 games for Bears, Seahawks and Redskins. |
| 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.

HAPPY ANNIVERSARY!



ANNIVERSARY ANNALS

Many NFL milestones will be celebrated in 2009.

Fifty seasons ago, the eight original American Football League teams kicked off under Commissioner **JOE FOSS** and President **LAMAR HUNT** and forever changed the landscape of professional football.

Since then, there have been a number of historic moments for the NFL ranging from on-field achievements such as **DAN MARINO** and **ERIC DICKERSON**'s record-setting seasons 25 years ago, to technological accomplishments such as the first *Monday Night Football* telecast and the implementation of instant replay.

Some of the memorable NFL anniversaries in 2009:

| CELEBRATION | ANNIVERSARY |
|-------------|---|
| 140th | Rutgers and Princeton played first football game in history using modified rules (11/6/1869). |
| 90th | The NFL marks its 90th season (1920). |
| 80th | Providence became the first NFL team to host a game at night under floodlights, against the Cardinals (11/6/1929). Ernie Nevers of the Chicago Cardinals set NFL records with 40 points scored and six rushing touchdowns in win over Chicago Bears (11/28/1929). |
| 75th | The Thanksgiving Day game between the Bears and Lions became the first NFL game broadcast nationally, with Graham McNamee the announcer for NBC radio (1934). |
| 70th | In the first Pro Bowl, the New York Giants defeated the Pro All-Stars 13-10 at Wrigley Field in Los Angeles (1/15/1939). The first televised NFL game took place when NBC broadcast the Brooklyn Dodgers-Philadelphia Eagles game from Ebbets Field (10/22/1939). NFL attendance exceeded one million for the first time, reaching 1,071,200. |
| 65th | Coaching from the bench was legalized (4/20/1944). The Cardinals and Steelers merged for one year under the name Card-Pitt. The merger dissolved the last day of the season (12/3/44). |
| 50th | A new professional football league called the American Football League was formed in 1959 under AFL President Lamar Hunt and Commissioner Joe Foss to begin play in 1960. |

| | |
|-------------|--|
| 45th | Commissioner Pete Rozelle negotiated an agreement on behalf of the NFL clubs to purchase Ed Sabol's Blair Motion Pictures, which is re-named NFL Films (3/5/64). |
| 40th | The NFL reaches a three-year agreement with ABC to televise <i>Monday Night Football</i> . The new series makes the NFL the first league with a regular series of national telecasts in primetime (5/26/1969). |
| 35th | One sudden-death overtime period was added for preseason and regular-season games (4/25/1974). |
| 25th | Some of the NFL's most hallowed records are broken: Dan Marino of Miami passed for 5,084 yards and 48 touchdowns; Eric Dickerson of the Los Angeles Rams rushed for 2,105 yards; Art Monk of Washington caught 106 passes; and Walter Payton of Chicago broke Jim Brown's career rushing mark, finishing the season with 13,309 career yards (1984). |
| 20th | Art Shell was named head coach of the Los Angeles Raiders making him the NFL's first black head coach since Fritz Pollard coached the Akron Pros in 1921 (10/3/1989). Paul Tagliabue was named Commissioner of the NFL (10/26/1989). |
| 15th | The two-point conversion is adopted (3/22/1994). The NFL launched "NFL Sunday Ticket," a new season subscription service for satellite dish owners (6/1/1994). An all-time NFL record crowd of 112,376 attended the American Bowl game between Dallas and Houston in Mexico City (8/15/1994). The NFL Management Council and NFLPA announced an agreement on the formulation and implementation of the most comprehensive drug and alcohol policy in sports (10/28/1994). |
| 10th | By a vote of 28-3, the owners adopted an instant replay system as an officiating aid (3/17/1999). |
| 5th | Former Arizona Cardinals safety Pat Tillman was killed while on combat patrol with the U.S. Army Rangers in Afghanistan (4/22/2004). |

OWNER MILESTONES

Many NFL owners will be celebrating notable milestones in 2009. They range from Tennessee's **K.S. (BUD) ADAMS, JR.** and 2009 Pro Football Hall of Fame inductee **RALPH WILSON**, who have each reached the 50th anniversary of the year they joined the "Foolish Club," the nickname the original group of AFL owners playfully referred to themselves as, to Minnesota's **ZYGI WILF**, who enters his fifth NFL season.

Here are the major owner milestones for 2009:

| FRANCHISE | OWNER | YEAR ACQUIRED | MILESTONE |
|----------------------|---------------------------|---------------|------------------|
| Tennessee Titans | K.S. (Bud) Adams, Jr. | 1959 | 50th Anniversary |
| Kansas City Chiefs | Clark Hunt (son of Lamar) | 1959 | 50th Anniversary |
| Buffalo Bills | Ralph C. Wilson, Jr. | 1959 | 50th Anniversary |
| Detroit Lions | William Clay Ford | 1964 | 45th Anniversary |
| Denver Broncos | Pat Bowlen | 1984 | 25th Anniversary |
| San Diego Chargers | Alex G. Spanos | 1984 | 25th Anniversary |
| New Orleans Saints | Tom Benson | 1985 | 25th Year |
| Dallas Cowboys | Jerry Jones | 1989 | 20th Anniversary |
| New England Patriots | Robert K. Kraft | 1994 | 15th Anniversary |
| Philadelphia Eagles | Jeffrey Lurie | 1994 | 15th Anniversary |
| Tampa Bay Buccaneers | Malcolm Glazer | 1995 | 15th Year |
| Houston Texans | Robert C. McNair | 1999 | 10th Anniversary |
| Washington Redskins | Daniel M. Snyder | 1999 | 10th Anniversary |
| New York Jets | Robert Wood Johnson, IV | 2000 | 10th Year |
| Baltimore Ravens | Steve Bisciotti | 2004 | 5th Anniversary |
| Minnesota Vikings | Zygi Wilf | 2005 | 5th Year |

NFL TO CELEBRATE 50TH SEASON OF AFL



It all began with a three-page outline furiously scribbled on an airplane notepad.

The late **LAMAR HUNT** (fourth from left with rest of the “Foolish Club”), then 26 years old, had been desperately trying to buy an NFL franchise for several years when a once-in-a-lifetime idea struck him during a flight from Miami to Dallas. The concept of the American Football League (AFL) was born.

“I just remember thinking if there were these people interested in buying a team, why not bring them together and start another league,” said Hunt.

The furious notes Hunt scribbled on that stationery so many years ago ultimately were the roots of the Super Bowl – a phrase also coined by the ever-innovative Hunt – and the unprecedented growth and prosperity of the NFL as we know it.

The AFL, which merged with the NFL in 1970, played its first season in 1960. The original eight AFL teams were the **BUFFALO BILLS**, **DENVER BRONCOS**, **KANSAS CITY CHIEFS** (played as the **Dallas Texans**), **NEW ENGLAND PATRIOTS** (played as the **Boston Patriots**), **NEW YORK JETS** (played as the **Titans of New York**), **OAKLAND RAIDERS**, **SAN DIEGO CHARGERS** (played as the **Los Angeles Chargers**) and **TENNESSEE TITANS** (played as the **Houston Oilers**).

Knowing full well that a rival league like the AFL would have a tough road ahead if it hoped to not just compete with the NFL, but survive at all, the group of original owners playfully referred to themselves as members of the “Foolish Club.”

“**WAYNE VALLEY** came up with that,” Hunt said of the man who led the Oakland ownership group. “He said something about how we had to be fools to keep losing the money we were at that time.”

Fifty years after those eight men took a “foolish” gamble on a fledgling football league, it has paid off in spades. In 2009, the original eight AFL teams will be celebrating their 50th seasons of professional football. Some of the original eight have moved cities or changed nicknames, but each remains an integral part of the NFL landscape.

In 1960, the NFL consisted of just 12 teams, all based in the north and east. The AFL, with franchises in places like Oakland and Denver, brought teams to new parts of the country and expanded the footprint of professional football.

Partly because of the AFL’s growing presence in the south and west, the NFL followed suit by placing franchises in areas with growing populations in other parts of the country, including Atlanta (1966) and New Orleans (1967).

“The AFL pushed the NFL to think forward, to expand, and then to merge, and the growth of the league came with that,” said Buffalo Bills owner and Pro Football Hall of Famer **RALPH WILSON**.

With droves of talented players and coaches itching to get a break in football, the AFL provided another launching pad to a career at the professional level. Numerous Pro Football Hall of Fame players and coaches were a part of the AFL during its 10-year run prior to the merger, including all-time greats like **JOE NAMATH** (right, during Super Bowl III victory over NFL’s Baltimore Colts), **JIM OTTO**, **LANCE ALWORTH**, **RON MIX**, **BOB GRIESE** and **GENE UPSHAW**.

“It was a league that provided opportunity, not only for players but also coaches,” said the late **BILL WALSH**, who began his Hall of Fame coaching career with the Raiders and Cincinnati Bengals before going on to win three Super Bowls as head coach of the San Francisco 49ers. “Doors opened and a lot of talented people were given the opportunity to do something they loved.”

For those involved, all are proud of the AFL’s special place in professional football history and remember fondly the modest and uncertain beginnings of the league.

“We were part of something special,” said **BARRON HILTON**, the original owner of the Chargers and a charter member of the Foolish Club. “Lamar’s idea was pretty darn good.”



2009 AFL LEGACY GAMES



The NFL will highlight the AFL's 50th season during "Legacy Games" throughout 2009. During one home and one road game, the eight original AFL teams will meet head-to-head while wearing their chosen historic uniforms.

On Monday night, September 14, ESPN will host a *Monday Night Football* doubleheader that will be part of the NFL's celebration of the 50th anniversary season of the AFL. The four clubs competing that night began playing in the inaugural 1960 AFL season. The first game (7:00 PM ET) will send the Buffalo Bills to Foxboro to visit the New England Patriots, the decade's winningest team (102-42 since 2000). The *MNF* nightcap (10:15 PM ET) will be an AFC West battle as the Oakland Raiders host the three-time defending division champion San Diego Chargers.

In addition, the Bills will take on the Tennessee Titans in the Pro Football Hall of Fame Game in Canton, Ohio on Sunday, August 9. The game will be televised nationally by NBC at 8:00 PM ET.

2009 AFL LEGACY GAMES TELEVISION SCHEDULE:

(All times Eastern)

| DATE | GAME | NETWORK (TIME) |
|-----------------------|--|-----------------|
| Sunday, August 9 | Pro Football Hall of Fame Game, Canton, OH: Buffalo Bills vs. Tennessee Titans (Houston Oilers) | NBC (8:00 PM) |
| Monday, September 14 | Buffalo Bills at New England Patriots (Boston Patriots) | ESPN (7:00 PM) |
| | San Diego Chargers at Oakland Raiders | ESPN (10:15 PM) |
| Sunday, September 27 | Tennessee Titans (Houston Oilers) at New York Jets (Titans of New York) | CBS (1:00 PM) |
| Sunday, October 11 | Dallas Cowboys at Kansas City Chiefs (Dallas Texans) | FOX (1:00 PM) |
| | New England Patriots (Boston Patriots) at Denver Broncos | CBS (4:15 PM) |
| Sunday, October 18 | Tennessee Titans (Houston Oilers) at New England Patriots (Boston Patriots) | CBS (4:15 PM) |
| Monday, October 19 | Denver Broncos at San Diego Chargers | ESPN (8:30 PM) |
| Sunday, October 25 | San Diego Chargers at Kansas City Chiefs (Dallas Texans) | CBS (1:00 PM) |
| | New York Jets (Titans of New York) at Oakland Raiders | CBS (4:05 PM) |
| Sunday, November 1 | Miami Dolphins at New York Jets (Titans of New York) | CBS (1:00 PM) |
| Sunday, November 15 | Buffalo Bills at Tennessee Titans (Houston Oilers) | CBS (1:00 PM) |
| | Kansas City Chiefs (Dallas Texans) at Oakland Raiders | CBS (4:05 PM) |
| Thursday, November 26 | Oakland Raiders at Dallas Cowboys | CBS (4:15 PM) |
| Sunday, November 29 | Miami Dolphins at Buffalo Bills | CBS (1:00 PM) |
| Sunday, December 6 | New England Patriots (Boston Patriots) at Miami Dolphins | NBC (8:20 PM) |

NFL, TEAMS PLAN AFL CELEBRATIONS

The NFL and the eight original AFL teams are planning to celebrate the 50th AFL season with numerous events this year.

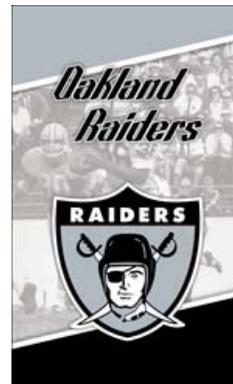
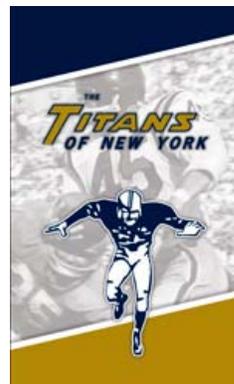
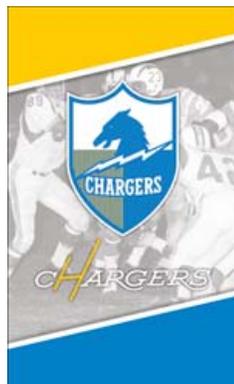
NFL Network, NFL.com and NFL Films will also commemorate the 50th season with unique content and programming highlighting the history of the AFL and the original eight teams.

A “legacy” collection, featuring new retro-themed apparel and products, is now available on NFLShop.com and at other retail locations. Among the items offered are jerseys, hats, t-shirts, sweatshirts, jackets and pennants.

Game-worn jerseys and signed memorabilia will be auctioned at NFL Auction throughout the season with the money raised going to the NFL Player Care Foundation.

Below is a list of the historic uniforms to be worn by the eight original AFL teams during Legacy Games this season:

| AFL TEAM | LEGACY UNIFORM |
|---|---|
| Buffalo Bills | 1965 AFL Championship season: White helmet featuring a simple red buffalo. |
| Denver Broncos | 1960 season: Brown and yellow uniform; brown helmet. |
| Kansas City Chiefs (Dallas Texans) <i>(Played in Dallas from 1960-62 before moving to Kansas City)</i> | 1962 AFL Championship season: Red and white uniform; red helmet featuring an outline of the state of Texas. |
| New England Patriots (Boston Patriots) <i>(Known as Boston Patriots from 1960-70)</i> | 1963 Divisional Championship season: White helmet featuring the original Patriot logo. |
| New York Jets (Titans of New York) <i>(Known as Titans from 1960-62)</i> | 1961 season: Gold and navy uniforms; navy helmet. |
| Oakland Raiders | 1963 season: White (away) jersey features silver numbers outlined in black; silver helmet with original Raiders logo. |
| San Diego Chargers (Los Angeles Chargers) <i>(Played in Los Angeles in 1960 before moving to San Diego)</i> | 1963 AFL Championship season: White pants with yellow bolt down legs. |
| Tennessee Titans (Houston Oilers) <i>(Played in Houston from 1960-96 before moving to Tennessee)</i> | 1960 season: Blue and white jersey with red accents; blue helmet with derrick logo. |





140 YEARS AGO: FIRST FOOTBALL GAME

It all started 140 years ago.

Rutgers and Princeton Universities played a college soccer football game, the first ever, on November 6, 1869. The game used modified London Football Association rules.

During the next seven years, rugby gained favor with the major eastern schools over soccer, and modern football began to develop from rugby.

“The rivalry in the 1800s between Princeton and Rutgers was intense,” said John W. Herbert, a Rutgers player and author of History of Football. “For years each had striven for possession of an old Revolutionary cannon, making night forays and lugging it back and forth between the schools time and again. Not long before the first football game, the canny Princetonians had settled this competition by ignominiously sinking the gun in several feet of concrete. In addition to this, Princeton had beaten Rutgers in baseball by the harrowing score of 40-2. Rutgers longed for a chance to square things.” The stage was set. The rest is history.

| | |
|--|---|
| WHO | Rutgers University vs. Princeton University |
| WHEN | November 6, 1869 at 3:00 p.m. |
| WHERE | College Field in New Brunswick, NJ |
| CAPTAINS | Rutgers: William J. Leggett Princeton: William Gunmere |
| DETAILS | <ul style="list-style-type: none"> • 25 players on each team positioned themselves upon a 140 x 70 yard field. • 2 players lined up near opponent’s goal, 11 “fielders” defended their team’s territory and 12 “bulldogs” carried battle toward opponent’s goal. • Each time a team scored, it counted as a game. The contest was complete after 10 games were played. • After each game, the teams switched directions and offensive team advanced the ball by kicking it or batting it with their hands, feet, sides, or heads. |
| RESULT | <i>Rutgers defeated Princeton 6-4</i> , but the game ended on a friendly note and the teams shared a postgame meal. |
| GAME REPORT IN THE TARGUM RUTGERS UNDERGRADUATE NEWSPAPER | “Princeton had the most muscle, but didn’t kick very well, and wanted organization. They evidently don’t like to kick the ball on the ground. Our men, on the other hand, though comparatively weak, ran well, and kicked well throughout. But their great point was the organization, for which great praise is due to the captain.” |

GREEN BAY PACKERS TO CELEBRATE ORGANIZATION’S 90TH BIRTHDAY



This summer will mark the 90th birthday of the Green Bay Packers, one of the NFL’s most successful franchises.

As the story goes, **GEORGE CALHOUN** had a chance meeting with **EARL “CURLY” LAMBEAU** on a Green Bay street corner in the summer of 1919 and the two discussed starting a football team. A few weeks later, on August 11, the two called a group of young athletes together to organize a team. That gathering, held inside the editorial room of the *Green Bay Press Gazette* building, marked the beginning of the Green Bay Packers.

The organization will celebrate the occasion this season with a “90 Years” logo, an online trivia contest and other fan activities.

“As the team marks its 90th birthday on August 11, we look forward to celebrating nine decades, 12 world championships and several generations of Packers fans,” says **CRAIG BENZEL**, Packers director of marketing and sales. “We have a number of ways for fans to participate throughout the season.”

The online aspect of the birthday celebration will feature a special page on Packers.com that will greet fans and invite them to participate in a trivia contest with questions that will span the 90 years of the team’s history.

This summer’s Packers Family Night will help celebrate the occasion with a 90th birthday party theme. The night will feature a special fan giveaway item, birthday-related activities and on-field promotions that incorporate the birthday party theme.

Among the other team areas that will feature the logo include game tickets, Curly's Pub and the Packers Hall of Fame. The Packers Pro Shop also will offer a number of items that feature the logo.

| <u>MOST NFL CHAMPIONSHIPS</u> | |
|--------------------------------------|-----------------------------|
| <u>TEAM</u> | <u>CHAMPIONSHIPS</u> |
| Green Bay Packers | 12 |
| Chicago Bears | 9 |
| New York Giants | 7 |
| Pittsburgh Steelers | 6 |
| Dallas Cowboys | 5 |
| San Francisco 49ers | 5 |
| Washington Redskins | 5 |

“OLDEST RECORD IN BOOKS” SET 80 YEARS AGO



On November 28, 1929 – Thanksgiving Day – Chicago Cardinals halfback **ERNIE NEVERS** (left) produced one of the most memorable performances in NFL history. On a snow-covered field at Comiskey Park before approximately 8,000 fans, Nevers scored all of the Cardinals' 40 points, on six rushing touchdowns and four extra points, in their 40-6 win over the crosstown rival Chicago Bears.

“This was a game we just had to win,” said Nevers in the book Ernie Nevers, Football Hero. “We were in the throes of deep frustration. In the previous four games against our bitter crosstown rival, we hadn't scored a single touchdown. Someone had to do something about it.”

Nevers certainly did. His records for rushing touchdowns in a game (six) and total points scored in a game (40) have never been broken, and stand as the oldest individual single-game records in league history. Only two other players in the history of the league have ever scored six total touchdowns in a game – **DUB JONES** of the Cleveland Browns in 1951 (four rushing and two receiving) and **GALE SAYERS** (below) of the Chicago Bears in 1965 (four rushing, one receiving and one punt return).

“The final score: Bears 6, Nevers 40!,” said Chicago Bears founder and then-coach **GEORGE HALAS** in his book Halas. “Nevers was properly cheered by the 8,000 or so people, including the entire Notre Dame team brought there by (**KNUTE**) **ROCKNE** for a postseason course.”

The previous week against the Dayton Triangles, Nevers had again scored all of his team's points in a 19-0 shutout. In two consecutive games, Nevers was responsible for all of the Cardinals' 59 points.

Although the 40 points against the Bears was the highlight of his professional career, Nevers was an all-around player with many talents. He was a member of the Pro Football Hall of Fame's inaugural class in 1963, and legendary football coach **POP WARNER** labeled Nevers as the greatest player he had ever coached, even superior to the great **JIM THORPE**.

“My test of a great player is that he must be able to do all things, and do them equally well,” said Warner. “Judged by this standard, the only man entitled to rank with Nevers is Thorpe, the most marvelous athlete the world has ever seen. Nevers' great advantages, however, are my chief reasons for putting him above Thorpe. Nevers had an indomitable spirit and a great love for the game.”



Following are some of the oldest individual records in NFL history:

| PLAYER, TEAM | RECORD | DATE |
|--|---|----------------------|
| Ernie Nevers, Chicago Cardinals | Most Points, Game (40) | Nov. 28, 1929 |
| Ernie Nevers, Chicago Cardinals | Most Rushing TDs, Game (6) | Nov. 28, 1929 |
| Beattie Feathers, Chicago Bears | Highest Rushing Avg., Season (8.44) | 1934 |
| Don Currivan, Boston | Highest Receiving Avg., Season (32.58) | 1947 |
| Sammy Baugh, Washington | Highest Yards Per Pass Avg., Game (18.58) | Oct. 31, 1948 |
| Norm Van Brocklin, Los Angeles | Most Yards Passing, Game (554) | Sept. 28, 1951 |

75 YEARS AGO, COLLEGE ALL-STAR GAME LIGHTS UP THE NIGHT

It is somewhat forgotten today, but in its day – from 1934-76 – the **COLLEGE ALL-STAR GAME** was *the* kickoff to the NFL preseason.

The college stars with stars on their uniform shoulders would face (for the most part) the NFL champion of the previous season at night. The first game – a 0-0 tie between the All-Stars and the Chicago Bears – drew 79,432 fans to Soldier Field. The final College All-Star Game ended prematurely in 1976 because of a thunderstorm with the Pittsburgh Steelers holding a 24-0 lead in the third quarter.



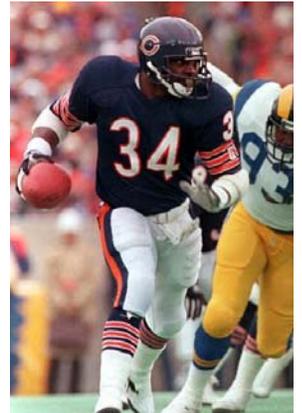
The sports editor of the *Chicago Tribune* in 1934, **ARCH WARD**, came up with the idea of having the NFL champion from the previous season face off against a team of college All-Stars to benefit a charity run by the *Tribune*. Except for the games in 1943 and 1944, which were played at Dyche Stadium at Northwestern University, every game was played at Soldier Field.

In the early years of this All-Star experiment, the college stars actually fared quite well against their NFL counterparts. Through 1947, the pros held only a slight edge in the overall standings (7-5-2). In fact, Washington struggled mightily in the 1943 game, with the All-Stars coming away with a crushing 27-7 victory highlighted by a 97-yard interception return for a touchdown by none other than **OTTO GRAHAM**.

Some of football's greatest players took part in the extravaganza as either college or pro athletes, including legends like quarterback **SID LUCKMAN** (above), defensive standout **CHUCK BEDNARIK**, kicker/tackle **LOU GROZA** and linebacker **RAY NITSCHKE**. Gridiron greats from the '40s and '50s eventually gave way to more contemporary stars like **TERRY BRADSHAW**, **BART STARR** and **JACK LAMBERT**.

As the years marched on, the NFL became more and more dominant. The pros won the last 12 All-Star games. In the end, the risk of injury and the uneven level of play took away from the original appeal of putting on this preseason exhibition special. The game hit its pinnacle of popularity in 1947, when the All-Stars dominated the Bears in front of 105,840 fans – still the third-highest single-game total ever – winning 16-0. Nevertheless, the All-Stars went on to win only three of the next 19 games before the 1976 finale.

The college squad actually gave the Steelers a close call in the '75 contest, with Pittsburgh sneaking away with a 21-14 win. It's no wonder the youngsters stayed close, with **WALTER PAYTON** (Jackson St.; right) at running back and **RANDY WHITE** (Maryland) at defensive tackle.



Here are five notable performers of the many who took part in the College All-Star Game:

- **DON HUTSON**, *Alabama/Green Bay*: After making his debut in this game as a standout end for Alabama in 1935, Hutson started in this contest on four separate occasions, including three during his days as a Packer. His performance, which included an 85-yard interception return for a touchdown and a 20-yard field goal in the '45 game propelled the Pack to a 19-7 victory.
- **OTTO GRAHAM**, *Northwestern/Cleveland*: Starting with his standout performance against the Redskins in '43, Graham is the only player to be involved in the game as a college player, pro player and coach. He coached the All-Stars on 10 different occasions, including an eight-year stint from 1958-65.
- **ELROY "CRAZYLEGS" HIRSCH**, *Wisconsin/LA Rams*: Hirsch scored on a 68-yard touchdown run *and* a 62-yard touchdown pass from Graham in the 13th installment of this game. Hirsch went on to have a Hall of Fame pro career for the very team he torched in the College All-Star Game, the Rams.
- **BART STARR**, *Green Bay*: Starr racked up 255 yards and a game-record five touchdowns in a 42-20 Packer victory over the All-Stars in 1962. He played in five games for Vince Lombardi's dominant squad, winning four. In all, Starr amassed 12 passing touchdowns in the five games.
- **JOHNNY UNITAS**, *Baltimore Colts*: Unitas passed for five touchdowns in two games, including four to the great **LENNY MOORE**. Unitas and the Colts easily cruised to victories of 29-0 and 32-7 in consecutive All-Star games (1959-60).

75TH ANNIVERSARY OF FIRST NFL GAME BROADCAST NATIONALLY

Seventy-five years ago, the NFL played its first Thanksgiving Day game in Detroit, beginning a tradition that will continue November 26, 2009 when the Lions host the Green Bay Packers.

On November 29, 1934, the Lions played their first traditional Thanksgiving Day home game, losing to the Chicago Bears by a score of 19-16. This game was also the first NFL game to be broadcast nationally as NBC Radio aired the game on 94 stations across the country.

In 1934, **GEORGE A. RICHARDS** bought the Portsmouth (Ohio) Spartans, moved the team to Detroit and renamed it the Lions. Richards selected **GEORGE "POTSY" CLARK**, known as one of the best all-round quarterbacks, as the Lions' first coach and the team featured players such as versatile running back **EARL "DUTCH" CLARK**, offensive lineman **FRANK CHRISTIANSEN** and quarterback **ACE GUTOWSKY**.

The Lions began their inaugural season with a 10-1 record. However, despite their success, they could never get more than 15,000 fans to come to the stadium. So Richards arranged the first Thanksgiving classic in hopes of increasing attendance at games. To help his cause, he planned the game to start following Detroit's annual Thanksgiving Day parade.

Richards also chose a compelling opponent, pitting his Lions against the defending champion Chicago Bears, whose president was the legendary **GEORGE HALAS**. The Bears featured rookie running back **BEATTIE FEATHERS**, who during the 1934 season became the NFL's first 1,000-yard rusher. As an added draw, the Lions and Bears were competing to become the champion of the Western Division of the NFL.

Richards' trial balloon paid off and 26,000 fans were in attendance at University of Detroit Stadium on November 26. In addition, many more fans were able to follow the action as this game was the first NFL game to be broadcast nationally, airing on NBC Radio across the country with **GRAHAM MC NAMEE** and **DON WILSON** calling the action.

70TH ANNIVERSARY OF FIRST TELEVISED NFL GAME



Seventy years ago, the NFL and NBC tried something that would change football, and television, forever.

On October 22, 1939, the Brooklyn Dodgers hosted the Philadelphia Eagles at Ebbets Field. A crowd of 13,050 fans came out to the stadium to see future Hall of Fame players such as Dodgers quarterback **ACE PARKER** and tackle **BRUISER KINARD** and Eagles defensive end **BILL HEWITT**.

In addition, hundreds of fans who were not at Ebbets Field were able to watch these stars. The contest marked the first time pro football was broadcast on television. NBC's experimental station W2XBS aired the game to hundreds of television sets in New York. The game was also shown on monitors in the RCA Pavilion at the World's Fair in New York.

Unlike the complex broadcasts of modern times, putting on the 1939 telecast required only eight people. Just two iconoscope cameras were used – one in the box seats on the 40-yard line and one in the stadium's mezzanine section.

"I'd sit with my chin on the rail in the mezzanine, and the camera was over my shoulder," said **ALLEN (SKIP) WALZ**, who did the play-by-play for the historic telecast. "I did my own spotting, and when the play moved up and down the field, on punts or kickoffs, I'd point to tell the cameraman what I'd be talking about."

The game lasted for two hours, 33 minutes and 10 seconds with no commercial interruptions. However, due to the limited technology, every time the sun was hidden by the clouds, there was not enough light for the cameras and the picture faded to black. NBC would then feed in the radio broadcast to fill in the blanks.

Since the first televised NFL game 70 years ago, the NFL and television are inextricably linked. Super Bowl XLIII is the most-watched program ever with 151.6 million total viewers in the United States and was broadcast in 230 countries and 34 languages around the globe. During the 2008 regular season, 225 million Americans watched the NFL and the league's games topped the weekly local ratings a record 88 percent of the time.

70TH ANNIVERSARY OF FIRST PRO BOWL

Each season, the Pro Bowl showcases the NFL's best players in the league's annual All-Star game.

"As far as individual honors, it's the highest honor you can get playing football because the selection process comes from the fans, coaches and players," says Falcons tight end **TONY GONZALEZ**, who has been selected to 10 Pro Bowls, the most in NFL history at the position. "You represent your organization at the Pro Bowl and you want to perform well, especially for the fans back home that are watching. That name on your helmet is more important than the name on the back of your jersey."

The 2010 Pro Bowl, featuring the AFC All-Stars against the NFC All-Stars, will highlight the NFL's top talent as the league celebrates the 70th anniversary of the first Pro Bowl. That game was played in 1939 when the New York Giants defeated the Pro All-Stars 13-10 at Wrigley Field in Los Angeles, California.

This year's contest will be played at Dolphin Stadium in South Florida on January 31, 2010, one week prior to Super Bowl XLIV. It will be only the second Pro Bowl played in the same city as the Super Bowl.

"I think it's one of those individual goals that every player in the league aims for," says Pro Football Hall of Famer and Houston Texans offensive assistant **BRUCE MATTHEWS**, whose 14 All-Star selections are tied for the most all-time. "It really was a milestone in my career and something I was really proud of."



MONDAY NIGHT FOOTBALL CELEBRATES 40TH SEASON



NFL Monday Night Football kicks off its 40th season on September 14 with an “AFL 50th” doubleheader on ESPN and a new face in the broadcast booth!

Opening night on *MNF* features four clubs that began playing in the inaugural 1960 AFL season. The first game (7:00 PM ET) will send the Buffalo Bills to Foxboro to visit the New England Patriots, the decade’s winningest team (102-42 since 2000). The *MNF* nightcap (10:15 PM ET) will be an AFC West battle as the Oakland Raiders host the three-time defending division champion San Diego Chargers.

Former Raiders and Tampa Bay Buccaneers coach **JON GRUDEN**, who took part in 11 *MNF* games as a head coach, joins **MIKE TIRICO** and **RON JAWORSKI** in the broadcast booth.

“He has a tremendous football mind and his career speaks for itself,” Jaworski says of Gruden. “He will bring a unique perspective to *Monday Night Football* and I am excited to work with him.”

The trio will be joined on location by **SUZY KOLBER** and **MICHELE TAFOYA**.

ESPN will again use its ESPN Axis “virtual” replays on the Monday-night telecasts. This technology creates three-dimensional, birds-eye views of key plays from multiple angles, allowing analysts to highlight locations and movements of players to better explain how plays develop.

Monday Night Football was created in 1970 when NFL Commissioner **PETE ROZELLE** proposed a weekly prime-time game to the networks. ABC Sports president **ROONE ARLEDGE** convinced the network to televise the series and went about creating a weekly event.

The longest-running prime-time entertainment series of all-time, *NFL Monday Night Football* has made a lasting impression since its first telecast (New York Jets at Cleveland Browns) on September 21, 1970 on ABC.

In 2008, ESPN’s *Monday Night Football* was the most-watched series on cable with an average of 12.0 million viewers. *Monday Night Football* accounted for 14 of the 15 most-watched cable programs (excluding breaking news) last fall, including the most-watched show in cable history (Eagles-Cowboys on September 15; 18.6 million viewers).

TV’s LONGEST CONTINUOUSLY-RUNNING PRIME-TIME ENTERTAINMENT SERIES

| <u>Program</u> | <u>Years</u> |
|--|--------------------------|
| NFL MONDAY NIGHT FOOTBALL (ABC, ESPN) | 40 (1970-current) |
| Walt Disney (ABC, CBS, NBC) | 29 (1954-82) |
| Ed Sullivan (CBS) | 24 (1948-71) |
| The Simpsons (FOX) | 21 (1989-current) |
| Red Skelton (NBC, CBS) | 20 (1951-71) |
| Gunsmoke (CBS) | 20 (1955-75) |

Source: The Complete Directory to Prime Time Network TV Shows 1946-present

ALL-TIME MNF ANNOUNCER TEAMS

| | |
|---------|--|
| 1970 | Keith Jackson, Howard Cosell, Don Meredith |
| 1971-73 | Frank Gifford, Howard Cosell, Don Meredith |
| 1974 | Frank Gifford, Howard Cosell, Alex Karras, Fred Williamson (Preseason) |
| 1975-76 | Frank Gifford, Howard Cosell, Alex Karras |
| 1977-78 | Frank Gifford, Howard Cosell, Don Meredith |
| 1979-82 | Frank Gifford, Howard Cosell, Don Meredith, Fran Tarkenton |
| 1983 | Frank Gifford, Howard Cosell, Don Meredith, O.J. Simpson |
| 1984 | Frank Gifford, Don Meredith, O.J. Simpson |
| 1985 | Frank Gifford, O.J. Simpson, Joe Namath |
| 1986 | Al Michaels, Frank Gifford |
| 1987-97 | Al Michaels, Frank Gifford, Dan Dierdorf |
| 1998 | Al Michaels, Dan Dierdorf, Boomer Esiason |
| 1999 | Al Michaels, Boomer Esiason |
| 2000-01 | Al Michaels, Dan Fouts, Dennis Miller |
| 2002-05 | Al Michaels, John Madden |
| 2006 | Mike Tirico, Joe Theismann, Tony Kornheiser |
| 2007-08 | Mike Tirico, Ron Jaworski, Tony Kornheiser |
| 2009- | Mike Tirico, Ron Jaworski, Jon Gruden |

25 YEARS SINCE DAN MARINO'S 5,084



In 2008, **DREW BREES** of the New Orleans Saints had the kind of season a quarterback dreams about: 10 300-yard games – including two 400-yard performances – and an eye-popping total of 5,069 passing yards. Yet even with that effort, Brees still could not match the record-setting season of Miami's **DAN MARINO** (left) 25 years ago.

In just his second year with the Dolphins, Marino had a season for the ages in 1984, passing for 5,084 yards, a record that still stands today. Even the man who came closest to breaking the record appreciates its greatness.

"That record," says Brees, "has stood for a long time. It's a huge record."

During his record-setting season, Marino registered nine games with over 300 passing yards – with four games of over 400 yards – and six contests with at least four touchdown passes. And Marino wasn't just throwing the ball with his team trailing in games – he led the Dolphins to a 14-2 record and a spot in Super Bowl XIX.

Following are the quarterbacks with the most passing yards in a single season:

| PLAYER | TEAM | SEASON | PASSING YARDS | TEAM RESULT |
|-------------|----------------------|--------|---------------|-----------------------------------|
| Dan Marino | Miami Dolphins | 1984 | 5,084 | Advanced to Super Bowl XIX |
| Drew Brees | New Orleans Saints | 2008 | 5,069 | Finished 8-8 |
| Kurt Warner | St. Louis Rams | 2001 | 4,830 | Advanced to Super Bowl XXXVI |
| Tom Brady | New England Patriots | 2007 | 4,806 | Advanced to Super Bowl XLII |
| Dan Fouts | San Diego Chargers | 1981 | 4,802 | Advanced to AFC Championship Game |

10TH ANNIVERSARY OF INSTANT REPLAY

After experimenting with instant replay during the 1996 and 1998 preseasons, the NFL introduced in 1999 a system of "Referee Replay Review" to aid officiating in the regular season. That system, with minor adjustments and augmentations along the way, was extended on several occasions by NFL owners and ultimately installed permanently in March 2007.



After 10 full seasons, instant replay has become an accepted and integral part of football. Several other professional and amateur sports, including college football, have followed the NFL's lead and instituted some form of video replay during that time.

"I like instant replay," says Pro Football Hall of Fame head coach and former television analyst **JOHN MADDEN**. "I've always been for it. The people at home see it, the people in the stadium see it on the big screen, the coaches in the box see it – everyone else sees it. I think the idea of using instant replay in officiating is a very good idea and it belongs in the game."

The NFL's current instant replay system gives coaches the ability to challenge certain types of on-field calls up until the two-minute warning of each half. After the two-minute warning, and throughout all overtime play, a replay official may initiate a booth review of close plays.

There are limits on the frequency and duration of instant replays to help maintain the flow of the game. Each coach can challenge up to two plays per game (or three if his first two challenges are successful), but loses a timeout if the ruling on the field stands. The call on the field can only be reversed if indisputable visual evidence exists. Each review lasts no more than 60 seconds, timed from when the referee begins his review of the replay at a field-level monitor.

Previously, the NFL had experimented with a limited system of instant replay from 1986-1991 on a year-by-year basis.

Here's a look at the 10-year history of the NFL's current instant replay system (1999-2008):

| Year | Games | Total Replay Reviews | Challenges | Reversals |
|--------------|--------------|----------------------|--------------|------------|
| 1999 | 248 | 195 | 133 | 57 |
| 2000 | 248 | 247 | 179 | 84 |
| 2001 | 248 | 258 | 191 | 89 |
| 2002 | 256 | 294 | 208 | 94 |
| 2003 | 256 | 255 | 184 | 66 |
| 2004 | 256 | 283 | 233 | 88 |
| 2005 | 256 | 295 | 223 | 92 |
| 2006 | 256 | 311 | 237 | 107 |
| 2007 | 256 | 327 | 250 | 122 |
| 2008 | 256 | 315 | 229 | 117 |
| TOTAL | 2,536 | 2,780 | 2,067 | 916 |

THE TEAMS



WHAT TO LOOK FOR IN 2009

The **GREEN BAY PACKERS** need seven regular-season victories to become the second NFL team with 650 regular-season victories (Chicago, 686). Green Bay's all-time regular-season record is 643-513-36.

The **DETROIT LIONS** need five victories to reach 500 total victories. Detroit's all-time record is 495-579-32.

The **INDIANAPOLIS COLTS** need six victories to reach 450 total victories. Indianapolis' all-time record is 444-406-7.

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

The **NEW ENGLAND PATRIOTS** need two victories to reach 400 total victories. New England's all-time record is 398-367-9.

The **MINNESOTA VIKINGS** need five regular-season victories to reach 400 regular-season victories. Minnesota's all-time regular-season record is 395-322-9.

Minnesota can become the second team in history to lead the league in fewest rushing yards allowed for four consecutive seasons. Dallas (1966-69) is the only team to have accomplished the feat.

The **BUFFALO BILLS** need two regular-season victories to reach 350 regular-season victories. Buffalo's all-time regular-season record is 348-384-8.

The **DENVER BRONCOS** need to score in their first 14 games to surpass Cleveland (274 games, 1950-1971) for the second-longest scoring streak in NFL history. The Broncos' current streak began on November 30, 1992 and stands at 261 games.



The Green Bay Packers aim to become the second NFL team with 650 regular-season victories.

STEELERS AIM TO REPEAT

“Number one in the world!”

Those were the words uttered by Pittsburgh Steelers linebacker **JAMES FARRIOR** moments after wide receiver **SANTONIO HOLMES’** game-winning touchdown reception in Super Bowl XLIII, helping the Steelers capture their NFL-best sixth Super Bowl title.



| TEAM | MOST SUPER BOWL TITLES |
|----------------------------|------------------------|
| Pittsburgh Steelers | 6 |
| San Francisco 49ers | 5 |
| Dallas Cowboys | 5 |
| Five teams tied | 3 |

“We’re going down in history with one of the greatest games ever played in the Super Bowl,” says Holmes, who was named Super Bowl XLIII MVP after his nine-catch, 131-yard performance. “We finished it up the way we needed to and brought another championship back to Pittsburgh.”



Steelers Chairman Emeritus and Pro Football Hall of Famer **DAN ROONEY** (left, receiving trophy), who was recently sworn in as the U.S. ambassador to Ireland, says the success of his storied franchise is owed to the players.

“Players are the ones that do it for you,” says Rooney. “The players are it. You can’t win without the players. Remember that. Every Super Bowl win is important. The first one was sort of special. The rest of them were all very good. You see these young players and see the talent and see how well they do. That is all important.”

Steelers quarterback **BEN ROETHLISBERGER**, who already has two Super Bowl titles in his five-year career, passes the credit to the Rooney family for providing a winning environment.

“I think it starts at the top with the owners, the Rooney family,” says Roethlisberger. “They find ways to always have great coaches who find ways to get great players. I think it’s just wanting to play for a team, an organization and a city like Pittsburgh. It’s a love.”

The Steelers’ defense played a big role in the team’s success. That unit, featuring AP Defensive Player of the Year **JAMES HARRISON**, allowed a league-low 3.90 yards per play in 2008, the second-fewest yards allowed per play in a season since the 16-game schedule was instituted in 1978.

| TEAM | YEAR | YARDS PER PLAY ALLOWED SINCE 1978 |
|----------------------------|-------------|-----------------------------------|
| Tampa Bay Buccaneers | 1979 | 3.89 |
| Pittsburgh Steelers | 2008 | 3.90 |
| Philadelphia Eagles | 1991 | 3.92 |
| Baltimore Ravens | 1999 | 4.06 |
| Los Angeles Rams | 1978 | 4.09 |
| Minnesota Vikings | 1989 | 4.10 |

The Steelers finished the regular season with a 12-4 record, winning their NFL-record 19th division title.

“The team kept going under **MIKE TOMLIN’s** direction and it was great,” says Rooney.

| MOST DIVISION TITLES SINCE 1970 | |
|---------------------------------|-----------|
| Pittsburgh Steelers | 19 |
| San Francisco 49ers | 17 |
| Dallas Cowboys | 16 |
| Minnesota Vikings | 15 |
| Miami Dolphins | 13 |

Tomlin became the youngest coach in NFL history to win a Super Bowl (36 years, 323 days) and hopes to continue the Steelers’ winning tradition. Entering his third season as a head coach, Tomlin knows that the defending Super Bowl champions will be a target for all teams this year.

“We simply are just going to prepare and attack the challenges that lie ahead for us,” says Tomlin. “We know that things happened in the past and that may affect how we’re judged from a perception standpoint. But it’s not going to dictate how we work or how we approach our business. We have to be a driven group. We have to seek greatness.”



FLYING HIGH IN THE DESERT

Last year, the Arizona Cardinals had one of the most successful seasons in franchise history, winning the NFC West for the first time, earning their first home playoff victory in 61 years and appearing in the team's first Super Bowl.

"We're a winning football team and that's what we've been trying to build here – a championship-caliber team," says Cardinals president **MICHAEL BIDWILL** (right, in red).

Arizona finished the regular season with a 9-7 record as the club earned its first division title since 1975 when the team was a member of the NFC East. The Cardinals finished a perfect 6-0 against NFC West opponents and either shared the division lead or held it outright every week of the 2008 season. It marked just the third time in franchise history that the Cardinals spent every week of the season in first place (1947, 1974).

"It was a very exciting season," says head coach **KEN WHISENHUNT** (right, handing trophy to Bidwill). "I'm very happy for a lot of the guys, especially some of the veterans who have been with the team for a long time. When you work hard for a number of years and finally have great success, especially winning games at the end of the year, it's very fulfilling and very exciting."



The Cardinals won three playoff games to advance to Super Bowl XLIII, including a 32-25 victory over the Philadelphia Eagles in the NFC Championship Game in front of a sellout crowd of 70,650 at University of Phoenix Stadium. The team's three postseason victories last year were more than the combined number of playoff wins the Cardinals had in franchise history.

| PLAYOFF VICTORIES IN FRANCHISE HISTORY | | | |
|--|-------------------------|-------------------------|-------------------|
| DATE | GAME | OPPONENT | RESULT |
| December 28, 1947 | NFL Championship | vs. Philadelphia | Won, 28-21 |
| January 2, 1999 | NFC Wild Card | at Dallas | Won, 20-7 |
| January 3, 2009 | NFC Wild Card | vs. Atlanta | Won, 30-24 |
| January 10, 2009 | NFC Divisional | at Carolina | Won, 33-13 |
| January 18, 2009 | NFC Championship | vs. Philadelphia | Won, 32-25 |

The Cardinals had five players selected to the Pro Bowl last season, including four starters. Quarterback **KURT WARNER**, wide receivers **ANQUAN BOLDIN** and **LARRY FITZGERALD**, safety **ADRIAN WILSON** and special teamer **SEAN MOREY** were all chosen to represent the NFC in the league's annual All-Star game. The total represented the most Pro Bowl selections for the Cardinals since 1977.

Warner became the sixth quarterback in team history to be chosen as an All-Star as he earned the fourth selection of his career. He passed for 4,583 yards and set club records with 30 touchdown passes and a 96.9 passer rating.

Boldin earned his third trip to Hawaii and finished second in the NFC with 89 receptions, totaling 1,038 yards. He added a career-high 11 touchdowns, tied for the third-most by a receiver in the NFL.

Fitzgerald was also selected to his third Pro Bowl and became the first Cardinal since **AENEAS WILLIAMS** (1998-99) to earn consecutive trips to the All-Star game. He led the NFC with 96 catches, 1,431 yards and 12 touchdowns and set NFL postseason records with 30 catches, 546 yards and seven touchdowns. He capped off his remarkable season by being named the Pro Bowl MVP.

Wilson, the longest-tenured player on the Cardinals (eight seasons), earned his second Pro Bowl selection and became the fourth safety in team history with multiple All-Star appearances. He finished with 84 tackles, two interceptions, 2.5 sacks and two forced fumbles.

Morey, a special teams co-captain, was selected for the first time. The former Brown University standout led the Cardinals with 22 special teams tackles and blocked a punt against Dallas in overtime that resulted in the game-winning touchdown.

WILD, WILD, WILDCAT



There's a new king in the NFL jungle – the Wildcat.

The distinguishing feature of the “Wildcat” formation involves a direct snap from the center to an offensive player other than the quarterback, usually a running back or receiver who has the ability to throw the ball. With defenses having to account for the dual run-pass threat, mismatches are created and weaknesses are exposed.

“The Wildcat is going to be part of the league,” says Falcons head coach **MIKE SMITH**, who used running back **JERIOUS NORWOOD** in the Wildcat formation last year. “I feel it will be more prevalent this year than last year. It’s going to grow and expand, and you want to be up on it as much as possible.”

Many NFL teams, including the Miami Dolphins, employed this scheme at times last year with great success. With multi-talented running back **RONNIE BROWN**, who is an effective southpaw passer (left), taking direct snaps and quarterback **CHAD PENNINGTON** split out

wide, Miami gave defenses fits last year en route to an 11-5 record and an AFC East Division title.

Fans can expect to see more of the same from the Dolphins this season. They selected versatile college quarterback **PAT WHITE** of West Virginia, who is viewed by many as an ideal Wildcat candidate, in the second round of the NFL Draft (below).

“Pat White is the next level of the Wildcat,” says NFL Network analyst **MIKE MAYOCK**. “The defensive answer to the Wildcat last year was to take the safety out of the hole. Now you take a guy who can also throw the football like an NFL quarterback and who can also run the option. That means the safety is in the box and your cornerbacks are one-on-one with no deep help. Anytime there’s a play-action fake, Pat White will have the ability to throw the ball and beat one-on-one coverage on the outside.”

Just having the threat of the Wildcat in the gameplan is an advantage in itself. Like it or not, defensive coordinators have to account for it as they scheme during the week.

“It will be around because it changes your rules in preparing a defense,” says Carolina head coach **JOHN FOX**. “The quarterback position is a runner, and you have to account for him. Having that extra runner you account for creates an overload. Plus, the Wildcat is probably in 80 percent of your college offenses today.”



The Wildcat might seem like a revolutionary idea, but it’s actually a variant of the Wing-T formation, which has been utilized in one form or another at the high school, college and professional levels of football for over a half century.

In its infancy, the Wing-T was effective because it kept defenses off balance. Think of today’s Wildcat as the younger, sleeker, and more aerodynamic cousin of the Wing-T.

“It’s our job to do what the kids coming into our league do best and gives us the best chance to succeed,” says Kansas City head coach **TODD HALEY**, who mixed the Wildcat into the Cardinals’ schemes as Arizona’s offensive coordinator en route to a Super Bowl appearance last season. “We’re trying to be ahead of the curve.”

With a young crop of incredibly multi-talented athletes populating NFL rosters in large numbers, the Wildcat formation will continue to challenge the ingenuity of NFL defenses this season and beyond.

“When you are a defense, all you can do is react to what the offense does,” says New England head coach **BILL BELICHICK**. “If they give you three backs in the backfield, no backs, nine-foot line splits, quarterback in motion... whatever they do, that’s what you play defense for.”

Here’s a look at the teams that used the Wildcat formation in 2008:

| TEAM | WILDCAT PLAYER(S) | TEAM | WILDCAT PLAYER(S) |
|-------------|-------------------------------------|---------------|-----------------------------------|
| Arizona | WR Anquan Boldin | Miami | RB Ronnie Brown, WR Ted Ginn, Jr. |
| Atlanta | RB Jerious Norwood | New England | RB Kevin Faulk |
| Baltimore | QB Troy Smith | N.Y. Jets | WR Brad Smith, RB Leon Washington |
| Buffalo | RB Fred Jackson | Oakland | RB Darren McFadden |
| Chicago | WR Devin Hester | Philadelphia | WR DeSean Jackson |
| Cincinnati | WR Andre Caldwell | St. Louis | RB Steven Jackson |
| Cleveland | WR Joshua Cribbs | San Diego | RB LaDainian Tomlinson |
| Dallas | RB Felix Jones | San Francisco | RB Michael Robinson |
| Kansas City | RB Jamaal Charles, RB Larry Johnson | | |

3-4 DEFENSE

Because of the flexibility that the 3-4 defense offers and its ability to confuse offenses, more NFL teams are shifting to this scheme.

“You can do so many more things with a 3-4 defense than you can with a 4-3,” says Pro Football Hall of Fame head coach **JOHN MADDEN**.



Newly acquired Cleveland Browns head coach **ERIC MANGINI** (left) is well-versed on variations of the 3-4 package. He was involved in the system as an assistant in New England and as the head coach of the New York Jets. Mangini thinks the 3-4 defense is a growing trend around the NFL because of its versatility.

“I’ve been a part of the 3-4 for a significant amount of time,” says Mangini. “You can argue the merits of a 4-3 and a 3-4 but the one thing I like about the 3-4 is that you can reduce defensive ends and form 4-3 concepts out of that base part. It’s a balance and you have the ability to rush any of the four linebackers to create whatever front you want. You can move the defensive ends towards the nose and run different fronts. You aren’t necessarily married to the concept of always adjusting the defensive line or always adjusting the secondary. There’s a ton of flexibility and it has been very effective over time. Everybody has a different way to run it.”

Green Bay Packers head coach **MIKE MC CARTHY** is definitely a supporter of the 3-4 scheme. This offseason, McCarthy hired defensive coordinator **DOM CAPERS**, who has dealt with the 3-4 system throughout his coaching career. McCarthy, who is a former offensive coordinator, has seen first-hand how the 3-4 can baffle NFL offenses.

“I’m a big believer in the 3-4 for a number of reasons,” says McCarthy. “It’s an excellent run defense and it creates a pass rush on the quarterback. From an offensive standpoint, it creates targeting problems just from your initial game-plan meeting, and it really cuts the menu of the offense probably in half of what you would normally do on a four-man front.”

Packers linebacker **A.J. HAWK**, who aims to thrive in the team’s new defense this season, says the unpredictability that the 3-4 shows offenses on every play was the selling point for him.

“Anytime you’re in the 3-4, the biggest thing you can do is be unpredictable,” says Hawk. “You can do many different things from many different looks. You can go and attack the offensive line. You get them before they get to you. The scheme lets us be aggressive.”

Having the right personnel is also an important factor in properly executing the 3-4. Packers assistant head coach and inside linebackers coach **WINSTON MOSS** (right, giving fans a tutorial on the 3-4 defense at Packers Fan Fest) says a disruptive nose tackle is one of the most critical roles in the scheme.



“The most important part of this defense is the nose tackle,” says Moss. “If you cannot get that nose tackle to command a double-team, you are in trouble. You can have the best personnel in the NFL, but if you are minus in that area right there from a personnel standpoint, this defense cannot work.”

Two rookie head coaches in the AFC West – **TODD HALEY** of Kansas City and **JOSH MC DANIELS** of Denver – will take on versions of the 3-4 defense in some capacity in 2009 for their respective clubs.

“We’re going to try variations of it,” says Haley. “There are some variations that make it a little easier to transition into this thing. I knew right away it was going to be a process.”

“You’re going to see some 3-4 from us,” says McDaniels. “I’m not going to say we’re going to be all 3-4, but it’s going to be some combination thereof. The challenge is finding the players who fit into it and play well in it. That’s what we’re after.”

TURNOVERS ARE KEY TO VICTORY

What’s one of the secrets to success in the NFL? Winning the turnover battle certainly ranks high on the list!

“Turnovers are the No. 1 statistic in the business,” says Minnesota Vikings head coach **BRAD CHILDRESS**.

Last season, the top five teams with the best turnover differential – Miami, Tennessee, Baltimore, New York Giants and Indianapolis – all made the playoffs with at least 11 wins and combined for a 59-21 record (.738).

Following are the teams that led the NFL in turnover differential last season:

| TEAM | TOTAL TAKEAWAYS | TOTAL GIVEAWAYS | NET DIFFERENTIAL | RECORD |
|-----------------|-----------------|-----------------|------------------|--------|
| Miami | 30 | 13 | +17 | 11-5 |
| Tennessee | 31 | 17 | +14 | 13-3 |
| Baltimore | 34 | 21 | +13 | 11-5 |
| New York Giants | 22 | 13 | +9 | 12-4 |
| Indianapolis | 26 | 17 | +9 | 12-4 |



The Dolphins and Giants each had 13 turnovers last year, tied for the fewest ever in a 16-game season. Miami head coach **TONY SPARANO** is a firm believer that a positive turnover differential plays a vital role in success.

“The importance of winning the turnover battle for us is that it dramatically increases our chances to win,” says Sparano, who led the Dolphins to a division title in his first season at the helm.

Buffalo Bills head coach **DICK JAURON** agrees with his AFC East counterpart. “If you can keep from turning the ball over and can win the turnover battle, you’ll have a real good chance of winning the game.”

Sparano and NFL Network analyst and 2009 Pro Football Hall of Fame inductee **ROD WOODSON** (left), who finished his career with 71 interceptions, discuss the importance of winning the turnover battle and how a turnover can affect the momentum of a game:

| COACH/ANALYST | ON THE IMPORTANCE OF WINNING THE TURNOVER BATTLE |
|--|--|
| Tony Sparano , Dolphins head coach | “In the history of the league, turnover stats prove that if you are plus-one or plus-two in turnovers, your chances to win go up significantly. If you are even at the end of the game, you only have a 50 percent chance to win. In addition, turnovers not only can kill a drive if you lose the ball or start one if you recover it, but it can also reverse the momentum of a game like no other play, instantly changing field position and giving one team a huge advantage over the other.” |
| Rod Woodson , NFL Network analyst and former NFL safety | “The turnover battle is critical. If you look at the history of games in general, the more turnovers, the less likely that team will win. Turnovers can come in critical situations where a quarterback can either throw an interception or a defensive back can get an interception or a fumble can happen – all of those things play a huge role in a momentum swing or outcome of a game.” |

TOP SUPERLATIVE? RUN THE BALL!

As glamorous as those 100-yard receiving and 300-yard passing games are, nothing beats a 100-yard rushing game for ensuring a win.

Last year, teams with a 100-yard rusher won 75.6 percent of the time, compared to 58.2 percent for teams with 100-yard receivers and 62.5 percent for 300-yard passers.

“If you can run the ball and stop the run, you have a heck of a chance to win in this league,” says Baltimore Ravens general manager **OZZIE NEWSOME** (right, at his Pro Football Hall of Fame induction ceremony in 1999), whose team went 4-0 in 2008 when it had a 100-yard rusher.

Over the past five seasons, teams with 100-yard rush performances posted a winning percentage near or above .700, besting the highest marks in the other two categories.



The win 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 | WIN PCT. | W-L | WIN PCT. | W-L | WIN PCT. |
| 2004 | 134-44 | .753 | 76-88 | .463 | 36-45 | .444 |
| 2005 | 112-23 | .830 | 79-74 | .516 | 31-33 | .484 |
| 2006 | 107-47 | .695 | 81-68 | .544 | 36-29 | .554 |
| 2007 | 102-37 | .734 | 87-66 | .569 | 43-38 | .531 |
| 2008 | 93-30 | .756 | 88-63-1 | .582 | 47-28-1 | .625 |

GOOD THINGS COME IN PAIRS



The “tandem” backfield is as strong as ever!

Last season, 12 clubs boasted two running backs with at least 500 rushing yards apiece, including seven playoff teams – Baltimore, Carolina, Indianapolis, Miami, the New York Giants, Pittsburgh and Tennessee.

The Super Bowl XLIII champion Steelers became the sixth Super Bowl winning team since 2000 to feature two running backs with more than 500 rushing yards each (2007 Giants, 2006 Colts, 2003 Patriots, 2002 Buccaneers, 2000 Ravens) as **WILLIE PARKER** (791 yards) and **MEWELDE MOORE** (588) accomplished the feat. In the eight prior seasons, only one such team won the coveted Lombardi Trophy (1996 Packers).

The NFC East champion Giants became just the fourth team in NFL history to feature two 1,000-yard backs in the same season. **BRANDON JACOBS** (above, left)

and **DERRICK WARD** (right; now with Tampa Bay) rushed for 1,089 and 1,025 yards, respectively, as New York boasted the top rushing attack in the NFL at 157.4 yards per game.



“It’s such a long season,” says Giants general manager **JERRY REESE**. “If you have a couple of pretty good running backs it always helps.”

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



Ward, who signed with the Buccaneers in the offseason, led the NFL with 5.6 yards per carry, beating out NFL touchdown leader and Panthers running back **DE ANGELO WILLIAMS** (left) for the crown.

Williams, who set a franchise record with 1,515 rushing yards, teamed in the Carolina backfield with rookie **JONATHAN STEWART** (right), who set a franchise rookie record with 836 rushing yards, to form one of the most vaunted tandems in the NFL. Williams and Stewart combined for 2,351 rushing yards in



the regular season, the best by any backfield duo since 1984.

“The tandem they have is probably the best in the league,” says New Orleans linebacker **SCOTT FUJITA**.

Following are the teams that employed two running backs with at least 500 rushing yards apiece in 2008:

| TEAM | RUNNING BACKS WITH 500+ YARDS |
|----------------------|---|
| Baltimore Ravens | Le’Ron McClain (902), Willis McGahee (671) |
| Buffalo Bills | Marshawn Lynch (1,036), Fred Jackson (571) |
| Carolina Panthers | DeAngelo Williams (1,515), Jonathan Stewart (836) |
| Indianapolis Colts | Joseph Addai (544), Dominic Rhodes (538) |
| Jacksonville Jaguars | Maurice Jones-Drew (824), Fred Taylor (556) |
| Miami Dolphins | Ronnie Brown (916), Ricky Williams (659) |
| New England Patriots | Sammy Morris (727), Kevin Faulk (507) |
| New York Giants | Brandon Jacobs (1,089), Derrick Ward (1,025) |
| Pittsburgh Steelers | Willie Parker (791), Mewelde Moore (588) |
| Seattle Seahawks | Julius Jones (698), Maurice Morris (574) |
| Tampa Bay Buccaneers | Warrick Dunn (786), Earnest Graham (563) |
| Tennessee Titans | Chris Johnson (1,228), LenDale White (773) |



SACK ATTACK



Getting pressure on the quarterback is a core goal in any defense's plan, and a key to throwing off an offense's rhythm. This was evident with the 2008 Pittsburgh Steelers, who, with their frequently blitzing defense, steamrolled through the playoffs on their way to becoming Super Bowl XLIII champions.

Throughout the season, the Steelers were aware that reaching the quarterback on a consistent basis was the most effective way to shut down an opponent.

"The quarterback is the key ingredient to any offense," says Steelers linebacker **JAMES FARRIOR**. "He's the first guy you want to stop."

With that mentality in mind, Pittsburgh's aggressive defense, led by **JAMES HARRISON** (16.0 sacks) and **LA MARR WOODLEY** (11.5; left), hounded quarterbacks all season long. Steelers head coach **MIKE TOMLIN** knows the impact his two best pass rushers can have on the opposition.

"James Harrison and LaMarr Woodley create havoc coming off the edge," says Tomlin. "That is why we are optimistic about what we are capable of doing."

Teams around the league value an effective pass rush – and for good reason. Last year, the top five teams in sacks combined for a 53-26-1 record (.669), and four of the five advanced to the postseason.

Following are the teams with the most sacks in 2008:

| TEAM | SACKS | RECORD | RESULT |
|---------------------|-------|--------|------------------------------|
| Dallas Cowboys | 59 | 9-7 | Finished 3rd in NFC East |
| Pittsburgh Steelers | 51 | 12-4 | Won Super Bowl XLIII |
| Philadelphia Eagles | 48 | 9-6-1 | Advanced to NFC Championship |
| Minnesota Vikings | 45 | 10-6 | Advanced to Wild Card Round |
| Tennessee Titans | 44 | 13-3 | Advanced to Divisional Round |

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 head coach **MIKE TOMLIN**, who led the Steelers to victory in Super Bowl XLIII. "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 over the past two seasons have been successful on 20 of 22 chances (90.9 percent) when attempting to gain that crucial yard (11-for-11 in 2007, 9-for-11 in 2008). The key to their success may lie in the mentality of their confident offense.

"All running backs think they can make it," says Patriots running back **SAMMY MORRIS** (right). "We want to go for it."



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

| TEAM | ATT. | CONV. | PCT. |
|-------------|------|-------|------|
| New Orleans | 12 | 7 | 58.3 |
| New England | 11 | 9 | 81.8 |
| Minnesota | 11 | 7 | 63.6 |
| Houston | 10 | 8 | 80.0 |
| Chicago | 10 | 6 | 60.0 |

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 **PITTSBURGH STEELERS**, who defeated the Arizona Cardinals 27-23 in Super Bowl XLIII for the franchise’s NFL-record sixth Super Bowl victory, received their Super Bowl rings on June 9 in a private ceremony at Heinz Field.

The design of the rings was kept confidential until the ceremony. The ring, nearly twice the size of the team’s Super Bowl XL ring, is cast in 14 karat yellow gold with black antique backgrounds to reflect the Steelers’ colors and incorporates 63 round, brilliant cut diamonds totaling 3.61 carats.

“(Defensive captain) **JAMES FARRIOR** helped design it,” says safety **RYAN CLARK**. “He said it was going to be big, maybe too big. I think it’s perfect.”

Wide receiver **SANTONIO HOLMES**, who was named the MVP of Super Bowl XLIII, didn’t want to take the ring off after receiving it.



“I’ll probably wear it the whole night,” he said. “I’ll probably end up sleeping with it on.”

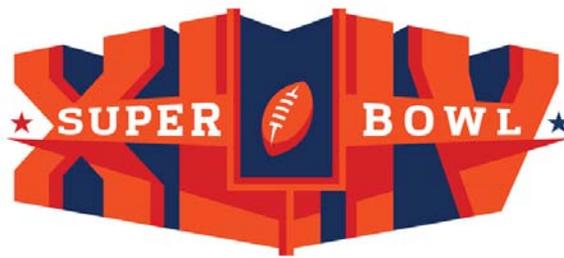
The face of the ring features six diamonds for each of the club’s Super Bowl victories. The diamonds surround the team logo, which is formed with yellow, red and blue stones in the shape of hypocycloids, set above a football created with 32 diamonds. Seven diamonds at each tip of the football signify the team’s seven AFC Championships.

One side of the ring depicts six Lombardi Trophies rising from Heinz Field and the score of the game, with the official logo of Super Bowl XLIII on a field of green enamel included as well. The opposite side of the ring features the Steelers helmet and the NFL shield, and is personalized with each individual player’s name and jersey number.

Pro Football Hall of Fame defensive tackle “**MEAN JOE**” **GREENE**, who now works as a special assistant for the Steelers, earned his sixth Super Bowl ring, including four as a player. He is one of five club employees to earn six rings, a list that includes chairman emeritus **DAN ROONEY**.

“It is a beautiful ring,” says Greene. “It’s a beautiful, beautiful ring.”





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 | ??? |

THE PLAYERS

WHAT TO LOOK FOR IN 2009



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

Manning needs 25 touchdown passes to become the first player in NFL history to throw 25 touchdown passes in 12 consecutive seasons. Manning is the only player to have 11 consecutive seasons with 25 touchdown passes.

Manning has passed for 3,000 yards in each of the past 11 seasons and owns the second-longest streak of consecutive 3,000-yard seasons (Brett Favre, 17). Manning is the only player in NFL history to start a career with 11 consecutive 3,000-yard 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.

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 10 touchdown passes to surpass Fran Tarkenton (342) to move into third place all-time. In 11 seasons, Manning has thrown 333 touchdown passes.

Manning needs 285 completions to surpass Drew Bledsoe (3,839), Warren Moon (3,988) and John Elway (4,123) to move into third place all-time. In 11 seasons, Manning has completed 3,839 passes.

Manning needs 3,698 passing yards to surpass Vinny Testaverde (46,233), Fran Tarkenton (47,003) and Warren Moon (49,325) to move into fourth place all-time. In 11 seasons, Manning has passed for 45,628 yards.

KERRY COLLINS (right), Tennessee, needs 2,607 passing yards to become the 12th quarterback in NFL history with 40,000 career passing yards. In 14 seasons, Collins has 37,393 passing yards.



LA DAINIAN TOMLINSON (below), San Diego, needs 10 rushing touchdowns to extend his NFL-record streak of consecutive 10-touchdown seasons to begin a career to nine.



Tomlinson needs five touchdowns to surpass Terrell Owens (141) and Marcus Allen (145) to move into third place all-time (see Owens note). In eight seasons, Tomlinson has scored 141 touchdowns.

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

Tomlinson has gained 2,000 scrimmage yards three times in his eight-year career. With one more 2,000-scrimmage yard season, Tomlinson will tie Eric Dickerson, Marshall Faulk and Walter Payton (4) for the most all-time (see James note).

Tomlinson has gained 2,000 combined yards three times in his career. Tomlinson needs one more season with 2,000 combined yards to tie Tiki Barber, Eric Dickerson, Marshall Faulk, Dante Hall, Brian Mitchell and Walter Payton (4) for the most all-time (see Hall and James notes).

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

Tomlinson needs 439 scrimmage yards to become the 10th player in NFL history with 16,000 scrimmage yards (see Bruce, Dunn and James notes). In eight seasons, Tomlinson has 15,561 scrimmage yards.

EDGERRIN JAMES (right, with Arizona in Super Bowl XLIII) has gained 2,000 scrimmage yards three times in his 10-year career. With one more 2,000-scrimmage yard season, James will tie Eric Dickerson, Marshall Faulk and Walter Payton (4) for the most all-time (see Tomlinson note).

James has gained 2,000 combined yards three times in his career. James needs one more season with 2,000 combined yards to tie Tiki Barber, Eric Dickerson, Marshall Faulk, Dante Hall, Brian Mitchell and Walter Payton (4) for the most all-time (see Hall and Tomlinson notes).

James needs 1,139 rushing yards to surpass Marcus Allen (12,243), Marshall Faulk (12,279), Jim Brown (12,312), Tony Dorsett (12,739) and Eric Dickerson (13,259) to move into sixth place all-time. In 10 seasons, James has 12,121 rushing yards.

James needs 554 scrimmage yards to become the 10th player in NFL history with 16,000 scrimmage yards (see Bruce, Dunn and Tomlinson notes). In 10 seasons, James has 15,446 scrimmage yards.

WARRICK DUNN needs 694 scrimmage yards to become the 10th player in NFL history with 16,000 scrimmage yards (see Bruce, James and Tomlinson notes). In 12 seasons, Dunn has 15,306 scrimmage yards.

MARVIN HARRISON needs 100 receptions to pass Jerry Rice (4) to become the first player in NFL history with five 100-catch seasons. In 13 seasons, Harrison has four seasons with 100 receptions.

Harrison needs 365 receiving yards to surpass Tim Brown (14,934) and Isaac Bruce (14,944) to move into second place all-time (see Bruce and Owens notes). In 13 seasons, Harrison has 14,580 receiving yards.

Harrison needs eight receiving touchdowns to surpass Cris Carter (130) and Randy Moss (135) for fourth place all-time (see Moss note). In 13 seasons, Harrison has 128 touchdown receptions.

Harrison needs to catch a pass in each of his first 10 games to join Jerry Rice (274 games) as the only players in NFL history to register a catch in 200 consecutive games (see Owens note). Harrison has caught a pass in 190 consecutive games.

ISAAC BRUCE, San Francisco, needs 56 receiving yards to join Jerry Rice (22,895) as the only players in NFL history with 15,000 receiving yards (see Harrison and Owens notes). In 15 seasons, Bruce has 14,944 receiving yards.

Bruce needs 909 scrimmage yards to become the 10th player in NFL history with 16,000 scrimmage yards (see Dunn, James and Tomlinson notes). In 15 seasons, Bruce has 15,091 scrimmage yards.



TERRELL OWENS (left), Buffalo, needs 11 receiving touchdowns to become the second player in NFL history with 150 receiving TDs. Owens can join Jerry Rice (197) as the only players in NFL history with 150 receiving touchdowns (see Moss note). In 13 seasons, Owens has 139 receiving touchdowns.

Owens needs five touchdowns to surpass LaDainian Tomlinson (141) and Marcus Allen (145) to move into third place all-time (see Tomlinson note). In 13 seasons, Owens has scored 141 touchdowns.

Owens has recorded 1,000 receiving yards in a season nine times in his 13-year NFL career. Owens can join Jerry Rice (14) as the only players in NFL history with 10 seasons with 1,000 receiving yards (see Moss note).

Owens needs 823 yards to surpass Marvin Harrison (14,580), Tim Brown (14,934) and Isaac Bruce (14,944) to move into second place all-time (see Bruce and Harrison notes). In 13 seasons, Owens has 14,122 receiving yards.

Owens needs 49 receptions to become the sixth player in NFL history with 1,000 receptions. In 13 seasons, Owens has 951 receptions.

Owens needs to catch a pass in each of his first eight games to surpass Art Monk (183) and Marvin Harrison (190) for the second-longest streak in NFL history (see Harrison note). Owens has caught a pass in 183 consecutive games.



RANDY MOSS (right), New England, needs 15 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 11 seasons, Moss has 135 touchdown receptions.

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

Moss needs 799 receiving yards to become the seventh player in NFL history with 14,000 receiving yards. In 11 seasons, Moss has 13,201 receiving yards.

WES WELKER, New England, has at least 100 receptions in each of the past two seasons. Welker can join Herman Moore (3) and Marvin Harrison (4) as the only players with 100 receptions in three consecutive seasons (see Marshall note).



BRANDON MARSHALL, Denver, has at least 100 receptions in each of the past two seasons. Marshall can join Herman Moore (3) and Marvin Harrison (4) as the only players with 100 receptions in three consecutive seasons (see Welker note).

DANTE HALL has six kickoff-return touchdowns in his nine-year career, tied for the most all-time. Hall needs one kickoff-return touchdown to pass Mel Gray, Ollie Matson, Gale Sayers and Travis Williams (6) for sole possession of first place in NFL history.

Hall has 12 combined kick-return touchdowns (six kickoff, six punt) in his nine-year career, tied for the second-most all-time. Hall needs two combined kick-return touchdowns to pass Brian Mitchell (13) for first place in NFL history (see Hester note).

Hall has gained 2,000 combined yards four times in his nine-year career, tied for the most in NFL history. Hall needs one more season with 2,000 combined yards to pass Tiki Barber, Eric Dickerson, Marshall Faulk, Brian Mitchell and Walter Payton (4) for the most all-time.

DEVIN HESTER (left), Chicago, has 11 combined kick-return touchdowns (seven punt, four kickoff) in his three-year career, the fourth-most all-time. Hester needs three combined kick-return touchdowns to pass Dante Hall, Eric Metcalf (12) and Brian Mitchell (13) for first place in NFL history (see Hall note).

TONY GONZALEZ (right), Atlanta, needs 84 receptions to become the first tight end in NFL history with 1,000 receptions. In 12 seasons, Gonzalez has 916 receptions – the most ever by a tight end.

Gonzalez needs 50 receptions to become the first tight end in NFL history with 12 consecutive 50-reception seasons. Gonzalez is the only tight end in NFL history with 11 consecutive 50-reception seasons.

RAY LEWIS, Baltimore, can become the first player in NFL history with 35.0 sacks and 30 interceptions in a career. In 13 seasons, Lewis has 33.5 sacks and 28 interceptions.

JASON TAYLOR, Miami, needs 12.5 sacks to pass Clyde Simmons (121.5), Simeon Rice (122.0), Derrick Thomas (126.5), Rickey Jackson (128.0), Leslie O'Neal and Lawrence Taylor (132.5) to move into eighth place all-time. In 12 seasons, Taylor has 120.5 sacks.

DARREN SHARPER, New Orleans, needs five interceptions to pass Eric Allen, Willie Brown, Darrell Green (54), Aeneas Williams (55), Lem Barney, Pat Fischer (56), Mel Blount, Bobby Boyd, Eugene Robinson, Johnny Robinson, Everson Walls (57) and Emmitt Thomas (58) to move into ninth place all-time. In 12 seasons, Sharper has 54 interceptions.

JASON ELAM, Atlanta, needs 85 points to become the fourth player with 2,000 career points (see Carney and Stover notes). In 16 seasons, Elam has 1,915 points.

Elam has scored 100 points in each of his first 16 seasons and needs 100 points to extend his NFL record streak for consecutive 100-point seasons to 17. Elam is the only player in NFL history to score 100 points in 16 seasons.





ADAM VINATIERI (left), Indianapolis, has scored 100 points in each of his first 13 seasons and needs 100 points to become the second player (Jason Elam, 16) in NFL history with 100 points in each of his first 14 seasons.

MATT STOVER needs 56 points to become the fourth player with 2,000 career points (see Carney and Elam notes). In 19 seasons, Stover has 1,944 points.

Stover has successfully kicked 389 consecutive points after touchdowns, the longest streak in NFL history. Stover needs to convert 11 in a row to become the first player in NFL history to make 400 consecutive PATs.

JOHN CARNEY needs 45 points to become the fourth player with 2,000 career points (see Elam and Stover notes). In 20 seasons, Carney has 1,955 points.

SUPER BOWL QUARTERBACKS

Last season, Pittsburgh's **BEN ROETHLISBERGER** (right, following Super Bowl XLIII) became the 10th starting quarterback in NFL history to win multiple Super Bowls, guiding the Steelers to a 27-23 victory over the Arizona Cardinals in Super Bowl XLIII.

"Ben is a franchise quarterback," says Steelers head coach **MIKE TOMLIN**. "He's our guy and he showed why in the Super Bowl."

Roethlisberger, who also led Pittsburgh to victory in Super Bowl XL, is the second-youngest quarterback to win two Super Bowls, accomplishing the feat at the age of 26 years, 336 days old. New England's **TOM BRADY** won his second Super Bowl at the age of 26 years, 182 days.

Brady and Roethlisberger are the only two active quarterbacks to win at least two Super Bowls. Of the other eight to accomplish the feat, seven have been inducted into the Pro Football Hall of Fame.



Following are the starting QBs to win multiple Super Bowls and the age for each at the time of his second Super Bowl victory:

| QUARTERBACK | SUPER BOWL WINS | AGE AT TIME OF SECOND SB WIN |
|---------------------------|-----------------|------------------------------|
| Tom Brady | 3 | 26 years, 182 days |
| Ben Roethlisberger | 2 | 26 years, 336 days |
| Troy Aikman* | 3 | 27 years, 70 days |
| Terry Bradshaw* | 4 | 27 years, 138 days |
| Joe Montana* | 4 | 28 years, 223 days |
| Bob Griese* | 2 | 28 years, 344 days |
| Bart Starr* | 2 | 34 years, 5 days |
| Roger Staubach* | 2 | 35 years, 344 days |
| Jim Plunkett | 2 | 36 years, 48 days |
| John Elway* | 2 | 38 years, 217 days |

*Member of the Pro Football Hall of Fame

The other quarterbacks who won their second Super Bowl prior to their 30th birthday:



Tom Brady



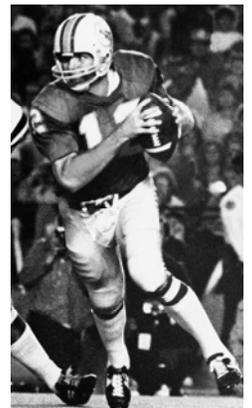
Troy Aikman



Terry Bradshaw



Joe Montana



Bob Griese

PEY DAY



Indianapolis Colts quarterback **PEYTON MANNING** (left) continues to place his name among the NFL's all-time greats.

"There are a few things that you look for in a quarterback – arm strength, the ability to control your offense, understanding the game and toughness," says CBS analyst and Pro Football Hall of Fame quarterback **DAN MARINO**. "Peyton Manning has all of those attributes. He is a winner. Based on those attributes, he is an example of an outstanding quarterback in the NFL."

In 2009, the Colts' leader can become the first quarterback in league history to throw 25 touchdown passes in 12 consecutive seasons as well as become the first quarterback to pass for 4,000 yards in 10 different seasons.

CONSECUTIVE SEASONS WITH 25+ TD PASSES

| | | |
|-----------------------|------------------|------------|
| Peyton Manning | 1998-2008 | 11* |
| Dan Marino | 1984-1988 | 5 |
| Brett Favre | 1994-1998 | 5 |
| Brett Favre | 2001-2004 | 4 |
| Many tied | -- | 3 |

*Active streak

4,000-YARD PASSING SEASONS

| | |
|-----------------------|-----------|
| Peyton Manning | 9* |
| Dan Marino | 6 |
| Brett Favre | 5 |
| Warren Moon | 4 |
| Many tied | 3 |

*Active

Entering 2009, Manning ranks seventh all-time in career passing yards (45,628) and is tied for fifth with 3,839 completions. He has 333 career touchdown passes, fourth-most in NFL annals, and needs 17 to become only the third quarterback in league history with 350.

MOST PASSING YARDS

| | |
|-----------------------|----------------|
| Brett Favre | 65,127 |
| Dan Marino | 61,361 |
| John Elway | 51,475 |
| Warren Moon | 49,325 |
| Fran Tarkenton | 47,003 |
| Vinny Testaverde | 46,233 |
| Peyton Manning | 45,628* |

*Active

MOST COMPLETIONS

| | |
|-----------------------|---------------|
| Brett Favre | 5,720 |
| Dan Marino | 4,967 |
| John Elway | 4,123 |
| Warren Moon | 3,988 |
| Drew Bledsoe | 3,839 |
| Peyton Manning | 3,839* |

*Active

MOST TD PASSES

| | |
|-----------------------|-------------|
| Brett Favre | 464 |
| Dan Marino | 420 |
| Fran Tarkenton | 342 |
| Peyton Manning | 333* |

*Active

"His physical tools are apparent for anyone to see, but what makes him great is the way he studies," says Baltimore Ravens All-Star linebacker **RAY LEWIS**. "What is hard for so many other players is easy for Peyton because of the way he prepares. He exposes weaknesses that others can't see, because of the work he puts in off the field, when no one is watching. He is a warrior, and I always enjoy playing against him."

Colts rookie head coach **JIM CALDWELL** has spent the past seven seasons with the team, including all three of Manning's MVP seasons (2003-04, 2008).

"Peyton is driven each day to succeed," says Caldwell. "He demands to be pushed by his coaches on a daily basis, and he always wants to improve each aspect of his game. Peyton practices as he plays, and there is not one moment he is not focused on his job. Additionally, he is a student of the game who is well-versed on its history and those who came before him. There are only a few athletes in all of sports who are like him."

L.T. CLOSES IN ON MORE TD RECORDS

San Diego Chargers running back **LA DAINIAN TOMLINSON** ranks among the NFL's elite, especially when it comes to scoring touchdowns. In his career, Tomlinson ranks second in rushing touchdowns (126) and is tied for fourth in total TDs (141).

MOST CAREER RUSHING TOUCHDOWNS

| | | |
|----------------------------|------------------|-------------|
| Emmitt Smith | 1990-2004 | 164 |
| LaDainian Tomlinson | 2001-2008 | 126* |
| Marcus Allen | 1996-2000 | 123 |
| Walter Payton | 1978-1981 | 110 |
| Jim Brown | 1989-1992 | 106 |

*Active

MOST CAREER TOUCHDOWNS

| | | |
|----------------------------|------------------|-------------|
| Jerry Rice | 1985-2004 | 208 |
| Emmitt Smith | 1982-1997 | 175 |
| Marcus Allen | 1996-2000 | 145 |
| Terrell Owens | 1996-2008 | 141* |
| LaDainian Tomlinson | 2001-2008 | 141* |

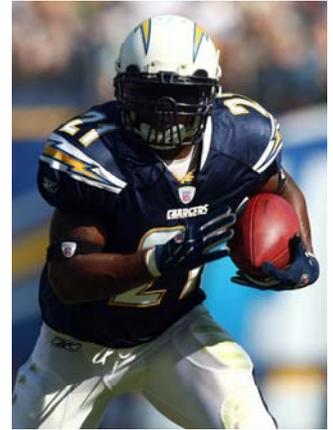
*Active

He also holds the NFL record for most consecutive seasons to begin a career with at least 10 rushing touchdowns with eight, an active streak heading into 2009.

| PLAYER | YEARS | CONSECUTIVE SEASONS |
|----------------------------|------------------|---------------------|
| LaDainian Tomlinson | 2001-2008 | 8* |
| Earl Campbell | 1978-1981 | 4 |
| Eric Dickerson | 1983-1986 | 4 |
| Barry Sanders | 1989-1991 | 3 |
| Emmitt Smith | 1990-1992 | 3 |

*Active

Since entering the league in 2001, Tomlinson (right) 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.

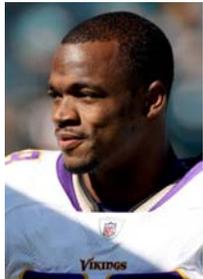


Last year, Tomlinson helped the Chargers capture their third consecutive AFC West title and became the fifth player to rush for more than 10,000 career yards (11,760) and record 500 career receptions (510).

Cleveland Browns executive advisor and Pro Football Hall of Fame running back **JIM BROWN** says Tomlinson's unique ability to cutback and accelerate past defenders allows him to take advantage of defenses.

"L.T. has the ability to go three ways on you," says Brown, who led the league in rushing in eight of his nine NFL seasons. "When you run him off the edge, he puts any defender at a disadvantage. It's almost like an option play. He is the best in the league at that right now and 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 two NFL seasons, Minnesota Vikings running back **ADRIAN PETERSON** (left) has amassed rushing numbers achieved by few others in league history.

"Adrian can be one of the best backs ever," says Vikings running back coach **ERIC BIENIEMY**. "The sky's the limit for him."

Last year, Peterson led the NFL with a career-high 1,760 rushing yards. It marked the second consecutive year Peterson led the NFC in rushing as he compiled 1,341 yards as a rookie in 2007. He became just the fourth player in NFL history to lead his conference in rushing yards in each of his first two seasons.

| RUNNING BACK | TEAM | YEAR | RUSHING YARDS |
|------------------------|--------------------------|-------------|---------------|
| Earl Campbell | Houston Oilers | 1978 | 1,450 |
| | | 1979 | 1,697 |
| Eric Dickerson | Los Angeles Rams | 1983 | 1,808 |
| | | 1984 | 2,105 |
| Edgerrin James | Indianapolis Colts | 1999 | 1,553 |
| | | 2000 | 1,709 |
| Adrian Peterson | Minnesota Vikings | 2007 | 1,341 |
| | | 2008 | 1,760 |

Peterson has rushed for 3,101 rushing yards, the fourth-highest total in NFL history for a player in his first two seasons. Only five running backs have ever surpassed the 3,000-yard mark in their first two years.

| RUNNING BACK | TEAM | YEARS | RUSHING YARDS |
|------------------------|--------------------------|----------------|---------------|
| Eric Dickerson | Los Angeles Rams | 1983-84 | 3,913 |
| Edgerrin James | Indianapolis Colts | 1999-00 | 3,262 |
| Earl Campbell | Houston Oilers | 1978-79 | 3,147 |
| Adrian Peterson | Minnesota Vikings | 2007-08 | 3,101 |
| Clinton Portis | Denver Broncos | 2002-03 | 3,099 |

Despite all his success in his first two seasons, Peterson has bigger goals on his mind heading into 2009. "I have the bar set at 2,000 yards," says Peterson. "And I feel like we're close to getting to the Super Bowl."

HEY, BROTHER!



Two years ago, **ELI & PEYTON MANNING** became the first pair of quarterback brothers to start and win a Super Bowl. Peyton's Colts won a Lombardi Trophy in Super Bowl XLI, while Eli's Giants followed suit with a championship win in Super Bowl XLII.

This year, the Mannings accomplished another first by becoming the first set of QB brothers to face one another in the Pro Bowl. For Peyton, it was his 11th All-Star appearance, while Eli earned his first Pro Bowl selection.

"Peyton had invited me before," says Eli, "but I wanted to go when I made it on my own."

The Mannings may be the NFL's best-known brothers, but they're far from the only set of siblings playing in the league today. Many brother combinations play the same position. Others play for the same team. And a few, like Philadelphia tackles **SHAWN** and **STACY ANDREWS**, do both.

Cornerback **VONTAE DAVIS** (right), who was selected by Miami with the No. 25 pick in the 2009 NFL Draft, will soon follow in the footsteps of his brother **VERNON** (above, left), himself a former first-round pick and now a tight end with the San Francisco 49ers.



"I used to wake Vontae up at 5 AM and take him to our nearby high school to work out," says Vernon, who was selected No. 6 overall by the 49ers in 2006. "I guess it paid off."

"It's just a blessing to have an older brother who is looking after me and wanting me to be as successful as he is," says Vontae.

Several other incoming rookies are looking to follow their big brothers to the NFL, including Minnesota wide receiver **NICK MOORE**. His older brother **LANCE** had 79 receptions and 928 yards for New Orleans last season. Linebacker **JASPER BRINKLEY**, another Vikings rookie, hopes to follow his twin brother **CASPER**, who signed on as a defensive end with the Carolina Panthers last year. In addition, Detroit wide receiver **D.J. BOLDIN** looks to replicate the success of his brother **ANQUAN**, an All-Star wide receiver with Arizona.

As the 2009 season kicks off, there will be dozens of players who share the stage with their brothers. Quite a few games will feature brothers on opposing sides of the field.

Here are some of the notable 2009 NFL brothers, as well as when they will play each other:

| | | | | | |
|---------------------------|---|---------------------------------|-------------------|--------------------------------------|---------------------------------|
| ANDREWS | T Shawn, Phi. T Stacy, Phi. | | JONES | RB Julius, Sea. RB Thomas NYJ | |
| BABINEAUX | DT Jonathan, Atl. DB Jordan, Sea. | | KEMOEAU | G Chris, Pit. DT Maake, Car. | |
| BARBER | RB Marion, III, Dal. S Domonique, Hou. | | MANNING | QB Eli, NYG QB Peyton, Ind. | |
| BOLDIN | WR Anquan, Arz. WR D.J., Det. | ARZ@DET, 12/20 | MC COWN | QB Josh, Car. QB Luke, TB | CAR@TB, 10/18 TB@CAR, 12/6 |
| BRINKLEY | DE Casper, Car. LB Jasper, Min. | MIN@CAR, 12/20 | MC QUISTAN | T Pat, Dal. G Paul, Oak. | OAK@DAL, 11/26 |
| BUCHANON/ GANT | CB Phillip Buchanon, Det. WR Edward Gant, Arz. | ARZ@DET, 12/20 | MOORE | WR Lance, NO WR Nick, Min. | |
| BULLOCKS | S Daniel, Chi S Josh, NO | | MOSS | WR Santana, Was. WR Sinorice, NYG | WAS@NYG, 9/13 NYG@WAS, 12/21 |
| CASTILLE | CB Simeon, Cin. FB Tim, Arz. | | NDUKWE | S Chinedum, Cin. G Ike, Mia. | |
| CLEMONS | LB Chris, Phi. DE Nic, Den. | DEN@PHI, 12/27 | PALMER | QB Carson, Cin. QB Jordan, Cin. | |
| DAVIS | TE Vernon, SF CB Vontae, Mia. | | PETERSON | RB Adrian, Chi. LB Mike, Atl. | CHI@ATL, 10/18 |
| DENNEY | DE Ryan, Buf. LS John, Mia. | BUF@MIA, 10/4 MIA@BUF, 11/29 | SAM | WR Lorne, GB WR P.K., Buf. | |
| HENDERSON | LB E.J., Min. LB Erin, Min. | | SCHOBEL | DE Aaron, Buf. TE Matt, Phi. | |
| JENKINS | DT Cullen, GB DT Kris, NYJ | | | | |

NFL FATHERS & SONS



On Kickoff Weekend, eight NFL rookies will try and give their fathers a gift 173 sons have presented before – following in his footsteps as an NFL player.

For one rookie, he will follow the NFL path of not only his father, but also his grandfather.

Linebacker **CLAY MATTHEWS** (left), a first-round selection of the Green Bay Packers this year out of Southern California, is the son of former Cleveland and Atlanta linebacker **CLAY MATTHEWS, JR.** (right) and grandson of **CLAY MATTHEWS, SR.** (below, left), a two-way lineman with San Francisco in the early 1950s.



When Clay takes the field for the first time on Kickoff Sunday, September 13, the Matthews family will become only the second family with three generations of NFL players, joining the **PYNE** family (**GEORGE PYNE, JR.**, **GEORGE PYNE, III** and **JIM PYNE**).

Clay's uncle, **BRUCE**, a Pro Football Hall of Fame lineman for the Oilers-Titans franchise, is now in his first season as an assistant offensive coach with the Houston Texans.

"Clay did his part, without a doubt, by working hard," says Bruce, who shares the record for most Pro Bowl appearances (14) in NFL history with **MERLIN OLSEN**. "The kid takes care of his body, eats right, and his reputation is that no one outworks him.



That was a lot like his dad. His attitude was that you may have a head start on me or you may have a little lead on me, but through time and hard work, I'm going to find a way."

For Clay, comparisons to his father, a four-time Pro Bowl linebacker for the Browns, will be inevitable. But he's up to the challenge of building his own NFL legacy.

"I never felt pressure from any of them to play football," says Clay. "It's not something my dad ever pushed on us. He's not one of those fathers who ever said, you need to do this or do that. He's always been very supportive of our decisions and steered us in the right directions. The pressure that I feel is more from myself to be successful. Maybe some of it stems from having such a successful family, but also just from the fact that I want to be the best – not just in football, but in everything in life."

Clay may be the latest member of the Matthews clan to achieve his NFL dream, but he's not likely to be the last. There are already two more Matthews in the football pipeline. Clay's brother, Casey, is a linebacker at Oregon and Bruce's son, Kevin, is the starting center at Texas A&M.

"I can't say I didn't expect it," says Clay, Sr., who is now 80 years old. "I think there's another three generations behind them that might be playing someday."

Seven other rookies can join the NFL fathers-sons list this year: Buffalo safety **JAIRUS BYRD**, son of former San Diego cornerback **GILL, SR.**; Dallas kicker **DAVID BUEHLER**, son of former Oakland and Cleveland guard **GEORGE**; Cincinnati tight end **CHASE COFFMAN**, son of former Green Bay and Kansas City tight end **PAUL**; Seattle linebacker **AARON CURRY**, son of former Detroit and Baltimore Colts defensive back **REGGIE PINKNEY**; Kansas City defensive back **LONDEN FRYAR**, son of former New England, Miami, Philadelphia and Washington wide receiver **IRVING**; Chicago defensive tackle **JARRON GILBERT**, son of former New Orleans offensive tackle **DAREN**; and Cleveland wide receiver **BRIAN ROBISKIE**, son of former Oakland and Miami running back **TERRY**, who is currently the wide receivers coach for Atlanta.

MOVING THE CHAINS

Some players seem to have a sixth sense when it comes to finding the first-down marker on third down. It's a special trait that certain wide receivers and tight ends have, and those who do become a quarterback's best friend.

Last season, **RODDY WHITE** (right) of Atlanta led all players with 27 first-down receptions on third down. Those first-down catches totaled more than 30 percent of his overall receptions for the year (88).

"He's the kind of receiver you want," Falcons quarterback **MATT RYAN** says of White. "He wants the ball. He wants to make the plays and get the ball in his hands at crucial times."



Following are the players with the most first-down receptions on third down last season:

| PLAYER | 2008 TEAM | 1ST-DOWN REC. ON 3RD DOWN | TOTAL REC. |
|---------------------|----------------|---------------------------|------------|
| Roddy White | Atlanta | 27 | 88 |
| T.J. Houshmandzadeh | Cincinnati | 26 | 92 |
| Tony Gonzalez | Kansas City | 24 | 96 |
| Derrick Mason | Baltimore | 23 | 80 |
| Hines Ward | Pittsburgh | 23 | 81 |

ROOKIE QBs EXPERIENCED SUCCESS...



Quarterbacks **MATT RYAN** (left) of the Atlanta Falcons and **JOE FLACCO** (below, right) of the Baltimore Ravens have officially raised the bar for all rookies under center.

Last season, Ryan and Flacco each started all 16 of his team's games, the first time that has been done in a season during the Super Bowl era (since 1966). Ryan led the Falcons to an 11-5 record en route to being named AP NFL Offensive Rookie of the Year and Flacco led the Ravens to the AFC Championship Game following an 11-5 regular-season mark. They became the only quarterback rookies 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 | 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 |
| 2006 | Bruce Gradkowski/Vince Young | 11-13 | .458 |

"You haven't seen, maybe ever in the league, two rookie quarterbacks like that," says NFL Network analyst **MIKE MAYOCK**.

| PLAYER | COMPLETIONS-ATTEMPTS (PCT.) | YARDS | TDs | INTs | PASSER RATING | RECORD |
|------------|-----------------------------|-------|-----|------|---------------|--------|
| Joe Flacco | 257-428 (60.0%) | 2,971 | 14 | 12 | 80.3 | 11-5 |
| Matt Ryan | 265-434 (61.1%) | 3,440 | 16 | 11 | 87.7 | 11-5 |

Their exploits did not end at the conclusion of the regular season. Ryan led the Falcons to seven more wins than the previous season while Flacco's Ravens amassed six more victories than the club had in 2007. Those marked the biggest one-year increases in team wins by rookie quarterbacks.

The duo also became the first two rookie QBs in the Super Bowl era to start a playoff game in the same year.

Ryan and Flacco make up a quarter of the list of rookie quarterbacks to start playoff games in the Super Bowl era. Ryan's Falcons were defeated by the eventual NFC champion Arizona Cardinals in the Wild Card round, while Flacco became the first rookie quarterback in NFL history to win two playoff games before the Ravens fell to the Super Bowl champion Pittsburgh Steelers in the AFC Championship Game.

"It is unprecedented what they did," says Pro Football Hall of Fame quarterback **STEVE YOUNG**.



The eight 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 |

...AND SO DID ROOKIE RBs

"It's the old adage: If you can run in high school and in college, you can run in the pros," says Green Bay Packers general manager **TED THOMPSON**.

That theory certainly was true last season as newcomers **STEVE SLATON** of Houston (1,282 yards), **MATT FORTÉ** of Chicago (1,238) and **CHRIS JOHNSON** of Tennessee (1,228) became the first rookie running back trio in NFL history to rush for at least 1,200 yards apiece.

MOST 1,200-YARD ROOKIE RUSHERS IN A SEASON

| | | |
|-------------|----------|--|
| 2008 | 3 | Steve Slaton (1,282), Matt Forté (1,238), Chris Johnson (1,228) |
| 2000 | 2 | Mike Anderson (1,487), Jamal Lewis (1,364) |
| 1983 | 2 | Eric Dickerson (1,808), Curt Warner (1,449) |



NFL Network analyst **MARSHALL FAULK** (left, in 1994), who rushed for 1,282 yards as a rookie with the Colts in 1994 says the running back position is one that can make an immediate impact in the NFL.

“They just give you the ball and tell you to run to daylight,” says Faulk. “It’s a much easier position to hit the ground running.”

Minnesota Vikings running back **ADRIAN PETERSON**, who in 2007 set a franchise rookie record with 1,341 rush yards and earned AP Offensive Rookie of the Year honors, says early success as a newcomer depends on your attention to detail.

“If you work on the little things coming in, get in sync with the offensive linemen and know what you have to do to stay on the field as far as the pass game, you have the opportunity to go out there and make some things happen,” says Peterson.

A rundown of milestones set by the 2008 rookie running back class:

| PLAYER, TEAM | ACCOMPLISHMENTS |
|----------------------------|---|
| Tim Hightower, Arizona | Set a team rookie record with 10 rushing TDs and helped the Cardinals reach the Super Bowl. |
| Jonathan Stewart, Carolina | Rushed for a club rookie record 836 yards. |
| Matt Forté, Chicago | Had 1,238 rushing yards and 63 receptions – both team rookie records. |
| Steve Slaton, Houston | Set club rookie records with 1,282 rushing yards and nine rushing touchdowns. |
| Chris Johnson, Tennessee | Joined Earl Campbell and Eddie George as the only rookies in franchise history to rush for 1,000 yards. |



Matt Forté



Chris Johnson



Tim Hightower



Jonathan Stewart



Steve Slaton

FANTASTIC FIVE

Since entering the NFL as a first-round draft pick in 2004, Pittsburgh Steelers quarterback **BEN ROETHLISBERGER** has won 51 games in that span, the most wins in NFL history for a quarterback in his first five seasons.

“You look at the number of wins that this kid has had in his five years in the league, and you see that he’s a pretty special guy,” says Steelers quarterbacks coach **KEN ANDERSON**.

| QUARTERBACKS WITH MOST WINS IN FIRST FIVE SEASONS | | |
|--|-----------------------------------|------------------|
| <i>Ben Roethlisberger</i> | <i>Pittsburgh Steelers</i> | <i>51</i> |
| Otto Graham | Cleveland Browns | 48 |
| Dan Marino | Miami Dolphins | 48 |
| Tom Brady | New England Patriots | 48 |
| John Elway | Denver Broncos | 46 |

“A quarterback’s job is to go out and win games for his team,” says Anderson, who still holds Cincinnati Bengals career records in completions, passing yards and touchdowns. “He has shown it since his rookie year when he stepped in and won a whole lot of football games. Coach **MIKE TOMLIN** talks about how there are no style points and that it’s always how you finish up at the end of the game on the scoreboard.”



Throughout his five-year career, Roethlisberger (right) has found a way to win, showing his desire and leadership to the 10 other players in the huddle. He has guided the team to two Super Bowl victories (XL, XLIII) and is the youngest starting quarterback to win a Super Bowl (23 years old).

“God gave him a lot of talent, but he also gave him a ton of fortitude,” says Steelers offensive coordinator **BRUCE ARIANS**. “He’s one of the toughest competitors I’ve been around. I coached **PEYTON MANNING** his first two years in Indianapolis and there’s one comparative thing that they both have – it’s the desire to win no matter what they’re playing. Ben has to go win everything. That is the driving force that makes great players great.”

THREE OF A KIND IN ARIZONA



The Arizona Cardinals used a high-scoring air attack to advance to the franchise’s first Super Bowl last season. Pro Bowl quarterback **KURT WARNER**, who passed for 4,583 yards, led an offense that boasted a talented trio of wide receivers – All-Stars **LARRY FITZGERALD** (1,431 yards; left) and **ANQUAN BOLDIN** (1,038; below left) and **STEVE BREASTON** (1,006; right).



“When you play against the Arizona Cardinals, your biggest problem is trying to guard all their receivers,” says NFL Network analyst and 2009 Pro Football Hall of Fame inductee **ROD WOODSON**.

The Cardinals became just the fifth team in NFL history with three players each surpassing the 1,000-yard mark in a single season.

“We know that as an offense,” says Boldin, “that if we just take care of ourselves, we can be unstoppable.”

| YEAR | TEAM | PLAYERS (YARDS) |
|-------------|--------------------------|--|
| 1980 | San Diego Chargers | John Jefferson (1,340), Kellen Winslow (1,290), Charlie Joiner (1,132) |
| 1989 | Washington Redskins | Gary Clark (1,229), Art Monk (1,186), Ricky Sanders (1,138) |
| 1995 | Atlanta Falcons | Eric Metcalf (1,189), Bert Emanuel (1,039), Terance Mathis (1,039) |
| 2004 | Indianapolis Colts | Reggie Wayne (1,210), Marvin Harrison (1,113), Brandon Stokley (1,077) |
| 2008 | Arizona Cardinals | Larry Fitzgerald (1,431), Anquan Boldin (1,038), Steve Breaston (1,006) |



“When we’ve got a pass play called in the huddle, we have extreme confidence in ourselves,” says Fitzgerald. “We know we have a quarterback in Kurt who is going to put the ball in the right place and give us opportunities to make plays.”

Fitzgerald (96 receptions), Boldin (89) and Breaston (77) each had at least 75 catches last year as the Cardinals became the fifth team in NFL history with three players with 75+ receptions. The quarterback for three of those five teams (2000 St. Louis, 2002 St. Louis, 2008 Arizona) was Warner.

“In St. Louis,” says Warner, “we were built on a lot of speed and quickness. These guys here in Arizona are different. They’re big, strong, tough guys, willing to make all the catches. They’re strong to the football.”

| YEAR | TEAM | PLAYERS WITH 75+ RECEPTIONS |
|-------------|--------------------------|--|
| 1989 | Washington Redskins | WR Art Monk (86), WR Ricky Sanders (80), WR Gary Clark (79) |
| 2000 | St. Louis Rams | WR Isaac Bruce (87), WR Torry Holt (82), RB Marshall Faulk (81) |
| 2002 | Oakland Raiders | WR Jerry Rice (92), RB Charlie Garner (91), WR Tim Brown (81) |
| 2002 | St. Louis Rams | WR Torry Holt (91), RB Marshall Faulk (80), WR Isaac Bruce (79) |
| 2008 | Arizona Cardinals | WR Larry Fitzgerald (96), WR Anquan Boldin (89), WR Steve Breaston (77) |

DOUBLE TROUBLE RUNNING BACKS!



They seem to be all over the league.

Guys like **LA DAINIAN TOMLINSON**, **MATT FORTÉ** (left), **STEVE SLATON** 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 runners to keep the chains moving. Eight running backs gained more than 1,000 rushing yards while registering 40 catches in 2008.

The eight NFL running backs that gained 1,000 rushing yards and caught 40 passes in 2008:

| PLAYER | RUSH YARDS | REC. | QUOTABLE |
|--|------------|------|---|
| Matt Forté, Chicago | 1,238 | 63 | “He’s a hard runner. He runs downhill. He’s got speed. He can make people miss and he’s smart. He’s got the whole package.” – Bears center OLIN KREUTZ |
| Frank Gore, San Francisco | 1,036 | 43 | “The thing that’s really impressive about Frank is he’s also one of our leading receivers. Usually you don’t see that type of yards-per-carry average with the amount he touches the ball.” – 49ers vice president of player personnel SCOT MC CLOUGHAN |
| Steven Jackson, St. Louis | 1,042 | 40 | “With his size, speed and versatility, he is just an unbelievable package.” – Rams safety COREY CHAVOUS |
| Chris Johnson, Tennessee | 1,228 | 43 | “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.” – Titans fullback AHMARD HALL |
| Marshawn Lynch, Buffalo | 1,036 | 47 | “He’s very athletic. He’s diligent in his preparation, and he’s also clearly a very good athlete, by any standards.” – Bills head coach DICK JAURON |
| Steve Slaton, Houston | 1,282 | 50 | “He’s got such a good burst, and when he sees something, he hits the hole hard. You watch him and it’s hard for the first guy to bring him down.” – Texans quarterback MATT SCHAUB |
| LaDainian Tomlinson, San Diego | 1,110 | 52 | “He brings as much versatility as any running back ever has.” – Pro Football Hall of Fame running back EMMITT SMITH |
| Derrick Ward, N.Y. Giants (now with Tampa Bay) | 1,025 | 41 | “He has good vision and he’s got the physical tools to make plays.” – Giants center SHAUN O’HARA |

BIG PLAY EXCITEMENT

The excitement from a big play brings fans out of their seats and can shift the momentum of a game. Even if a defense manages to keep an opposing offense in check for a quarter or two, all that hard work can be undone by a few big plays.

“Making big plays to help the team is what I dream about,” says Minnesota Vikings running back **ADRIAN PETERSON**, who broke free for 20 rushes that covered 20 yards or more – an NFL-best last season.

One team that took advantage of the big play in 2008 was the Carolina Panthers, who relied heavily on the breakaway abilities of wide receiver **STEVE SMITH** and running back **DE ANGELO WILLIAMS** (right) en route to a 12-4 record and an NFC South title. Smith led the NFL with 23 receptions of 20+ yards last season and Williams ranked second among all rushers with 15 20-yard runs.



“That’s just what Steve Smith is, a big-play receiver,” says Broncos safety **BRIAN DAWKINS**, who was charged with the unenviable task of covering Smith on several occasions during his years with Philadelphia. “Anytime he gets the ball in his hands, he has the capability, the speed and the smarts to get it to the house.”

While Smith has been an NFL playmaker for several years, Williams made great strides during his second season and showed off his ability to make the big play on a regular basis. He finished the season by notching at least one 20-yard run in each of his last eight games.

“I just want to be a guy who’s known as being consistent,” says Williams, “and that I make plays more often than not.”

Following is a list of the top five “big play” rushers and receivers in 2008:

| PLAYER | TEAM | 20+ YARD RUSHES |
|-------------------|-------------|-----------------|
| Adrian Peterson | Minnesota | 20 |
| DeAngelo Williams | Carolina | 15 |
| Clinton Portis | Washington | 13 |
| Steve Slaton | Houston | 13 |
| Brandon Jacobs | N.Y. Giants | 12 |

| PLAYER | TEAM | 20+ YARD RECEPTIONS |
|------------------|-----------|---------------------|
| Steve Smith | Carolina | 23 |
| Greg Jennings | Green Bay | 21 |
| Calvin Johnson | Detroit | 21 |
| Larry Fitzgerald | Arizona | 20 |
| Andre Johnson | Houston | 20 |

PROTECTING THE QUARTERBACK



Last season, the Tennessee Titans posted a 13-3 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 12 sacks, tied for the fewest in the league.

“The biggest reason we were able to limit turnovers and be efficient was because of the play of the offensive line,” says Titans quarterback **KERRY COLLINS**. “The key was their ability to pass protect and run block. A lot of credit goes to them. Week in and week out last year, they were extremely consistent.”

In today’s NFL, the ability to protect the quarterback is key.

“The Titans had success last year because of the offensive line’s ability to protect,” says former Indianapolis Colts head coach **TONY DUNGY**, who now serves as an analyst for NBC. “They were the most consistent team playing mistake-free last season, and that’s what really made them tough to beat.”

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. One year after an NFL-record eight offensive tackles were taken in the first round, three of the top eight selections in 2009 were tackles (**JASON SMITH**, **ANDRE SMITH** and **EUGENE MONROE**). It marked just the third time in the past 20 years that three tackles were drafted in the top-10. The second overall selection, St. Louis Rams left tackle Jason Smith (above), hopes he can replicate the success that 2008 first-overall pick and Pro Bowl tackle **JAKE LONG** (right) had as a rookie in Miami. The first lineman off the board in 2007, Cleveland Browns tackle **JOE THOMAS**, was also an All-Star in his rookie season.



“A couple of the linemen were our highest-rated players and it happened to be that they were tackles,” says Rams general manager **BILLY DEVANEY** about the strength of this draft’s tackle class. “We didn’t manufacture that. That was the unanimous opinion of the coaches and the scouts. That’s how they graded out.”

With 22 offensive tackles being selected in the first two rounds of the NFL Draft over the past three years, nearly three-quarters of the teams in the league have made significant decisions at the position since 2007.

“The left tackle is a critical position because usually it is protecting the quarterback’s blind side,” says Browns head coach **ERIC MANGINI**, who drafted **D’BRICKASHAW FERGUSON** fourth overall while with the New York Jets in 2006 and now coaches two-time All-Star Thomas. “You get most of the elite pass rushers in the NFL lining up over there.”

The following tackles have been selected in the first two rounds of the past three NFL drafts:

| PLAYER | TEAM | DRAFT YEAR (PICK) |
|-----------------|---------------|---------------------|
| Joe Thomas | Cleveland | 2007 (3rd overall) |
| Levi Brown | Arizona | 2007 (5th overall) |
| Joe Staley | San Francisco | 2007 (28th overall) |
| Tony Ugoh | Indianapolis | 2007 (42nd overall) |
| 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) |

| PLAYER | TEAM | DRAFT YEAR (PICK) |
|-------------------|-----------------|---------------------|
| 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) |
| 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) |

WRs CLOSING IN ON MILESTONES



Heading into 2009, three of the top five all-time leaders in reception yardage are gearing up to reach an impressive milestone this season.

ISAAC BRUCE (14,944 yards; left) of the San Francisco 49ers, **MARVIN HARRISON** (14,580), and **TERRELL OWENS** of the Buffalo Bills (14,122; right) are all closing in on 15,000 career receiving yards. In the history of the NFL, only **JERRY RICE** has reached that elusive mark (22,895).

While these three receivers have been able to compile impressive numbers for their own stats page, it is the effect that they have had on their teammates and their clubs that truly sets them apart.



“Marvin Harrison is one of the greatest teammates I’ve ever had,” says Colts quarterback **PEYTON MANNING**, who played 11 seasons with Harrison in Indianapolis. “I’ll always be indebted to Marvin for what he’s done for my career.”

As someone who has never been considered an exceedingly flashy player – despite being a key cog in the St. Louis Rams’ “Greatest Show on Turf” teams – Bruce is lauded by his coaches as someone who makes those around him better.

“Isaac is as much of a team player as anybody I have ever been around,” says former 49ers head coach **MIKE NOLAN**. “He is not an individual stats guy.”

Bruce’s former coach in St. Louis and San Francisco, **MIKE MARTZ**, agrees.

“Isaac is probably one of the most unselfish people you’ll ever meet,” says Martz.

Following are the top five all-time leaders in career receiving yards:

| PLAYER | YARDS | RECEPTIONS | TOUCHDOWNS |
|-------------------------|---------------|--------------|------------|
| Jerry Rice | 22,895 | 1,549 | 197 |
| Isaac Bruce* | 14,944 | 1,003 | 91 |
| Tim Brown | 14,934 | 1,094 | 100 |
| Marvin Harrison* | 14,580 | 1,102 | 128 |
| Terrell Owens* | 14,122 | 951 | 139 |

*Active

AT A LOSS



Just as a big play on offense can spark a team, a tackle for a loss can have a similar effect for the defense.

“A tackle for a loss can change the game significantly,” says Dallas linebacker **DE MARCUS WARE** (left), who registered an NFL-best 27 tackles for a loss last year. “The offense is all about gaining yards and scoring touchdowns, but for the defense, it is the opposite – forcing negative plays.”

High-powered NFL offenses are stuck in reverse mode when aggressive defenders stuff the opponent to force negative yardage.

Ware, who also led the league with a career-high 20.0 sacks last season, realizes that a negative offensive play can result in a one-dimensional approach from offenses.

“It makes it harder on the offense when yards are lost,” says Ware. “They have a longer field with more yards to gain and that usually puts them in a passing situation. For me, as a pass rusher, I love to see teams forced into a throwing situation because my odds of getting a sack just went up!”

A look at the players who led the league in tackles for a loss in 2008:

| PLAYER | TEAM | TACKLES FOR A LOSS IN 2008 |
|---------------|-------------------|----------------------------|
| DeMarcus Ware | Dallas Cowboys | 27 |
| John Abraham | Atlanta Falcons | 20 |
| Jared Allen | Minnesota Vikings | 20 |
| Justin Tuck | New York Giants | 20 |
| Alex Brown | Chicago Bears | 19 |
| Terrell Suggs | Baltimore Ravens | 19 |

ALL-PURPOSE PLAYERS

Last year, three players amassed more than 2,000 combined yards – **LEON WASHINGTON** of the New York Jets (right), **DARREN SPROLES** of the San Diego Chargers and **JERIOUS NORWOOD** of the Atlanta Falcons.



Multi-purpose players like these can help a team – and haunt an opponent – in many different ways. Always a threat for the big run, catch or return, opposing clubs can never lose sight of these multi-threat players whether it's on offense or special teams.

For Norwood and Washington, 2008 marked the second consecutive season that each player hit the 2,000-yard mark. Norwood's 2,138 combined yards contributed to the Falcons' 11-5 record and Wild Card berth, while Washington's NFL-best 2,337 combined yards helped keep the Jets in the thick of the ultra-competitive AFC East until the final weekend.

Sproles showed off his talents in the Chargers' overtime victory on Wild Card Weekend during the playoffs, punctuating the best season of his four-year NFL career. In San Diego's 23-17 win over Indianapolis, Sproles totaled 328 combined yards – the third-most in NFL postseason history (105 rushing, 106 kick-return, 72 punt-return, 45 receiving).

The three players with 2,000 all-purpose yards in 2008:

| PLAYER, TEAM | ALL-PURPOSE YARDS | | | | | QUOTABLE |
|---------------------------|-------------------|-----|-------|-----|-------|--|
| | RUSH | REC | KR | PR | TOTAL | |
| Leon Washington, NY Jets | 448 | 355 | 1,231 | 303 | 2,337 | "He's dynamic. He's very smart. Versatile is an understatement with him. He's quick as a cat, and he's just got great hands." – Former Jets QB BRETT FAVRE |
| Darren Sproles, San Diego | 330 | 342 | 1,376 | 249 | 2,297 | "I've got the best seat in the house. I hand him the ball, he heads into the line, it doesn't look good, and then, all of a sudden, he squirts through." – Chargers QB PHILIP RIVERS |
| Jerious Norwood, Atlanta | 489 | 338 | 1,311 | 0 | 2,138 | "Jerious is a very gifted athlete. He can do a number of things. He's very multi-faceted. When you give him opportunities to get touches, he makes the most of them." – Falcons head coach MIKE SMITH |

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, Carolina's **STEVE SMITH** (left), a four-time Pro Bowl selection, led the NFL in receiving yards per game (101.5) and receptions of 25+ yards (19). All-Star **WES WELKER** of New England set an NFL record with at least six catches in each of the first 10 games of the season and leads the NFL with 223 receptions since 2007. Washington Redskins All-Star **SANTANA MOSS** notched his third career 1,000-yard season (1,044) in 2008 and Baltimore's **DERRICK MASON**, a two-time Pro Bowl selection, eclipsed 10,000 career receiving yards.

Even the newcomers are getting in on the action.

Denver Broncos wide receiver **EDDIE ROYAL** led all rookies with 91 catches and set team rookie records in receiving yards (980) and touchdowns (5). Fellow 2008 rookie **DE SEAN JACKSON** of the Philadelphia Eagles also set a club rookie record in receiving yards (912). Arizona Cardinals rising star **STEVE BREASTON** (right) reached the 1,000-yard plateau (1,006) for the first time in his career and **LANCE MOORE** of the New Orleans Saints posted 928 yards on 79 receptions last season.



"The league is becoming more about little guys, because a lot of us are run-after-the-catch types," says Moss. "The whole idea is to get the ball in our hands and then let us do our thing."

There is a certain mutual respect amongst the smaller receivers, and now that respect is starting to come from the public as well.

"I definitely think smaller receivers are getting more respect," says Denver's **BRANDON STOKLEY**. "Over the past three or four years, you've seen more teams looking for that quick little slot receiver. They want guys who can make the catch, move the chains and put pressure on defenses."



Stokley knows a thing or two about putting pressure on a defense. In 2004 with the Indianapolis Colts, he notched 1,077 yards and 10 touchdowns, prompting league MVP **PEYTON MANNING** to declare Stokley “the best slot receiver I have ever played with.”

Now Stokley is passing off his knowledge to Royal (left), who also credits his understanding of the game to film study of other small receivers such as Smith and **MARVIN HARRISON**.

“I knew I’d have to overcome some limitations when I got to this level,” says Royal. “What I learned from watching those guys is that you have to be a smart receiver, especially when you are small. I really had to learn how to avoid taking the big shot that a taller guy could take.”

Their increasing success has made believers out of many. These days, personnel evaluators are starting to overlook some of the smaller receivers’ shortcomings.

“I really don’t look at size,” says former Broncos head coach **MIKE SHANAHAN**. “I see the player. You look at a player like Eddie Royal or Brandon Stokley, and defensive backs have to respect their ability to get deep.”

That respect is growing. One inch at a time.

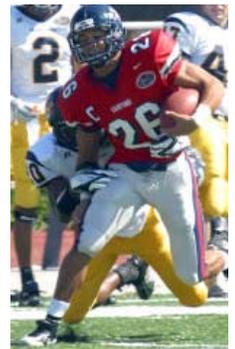
SMALL SCHOOL SUCCESS

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.”

Tennessee Titans Pro Bowl cornerback **CORTLAND FINNEGAN** (right, at Samford University) found an interesting way to show respect for his fellow small-school teammates. He recently ordered T-shirts from nearly a dozen small schools that represent several of his teammates’ alma maters, from Washburn and Fort Valley State to Montana State and Eastern Washington.

“I’m going to wear them out in public and represent, and give the other guys some love,” says Finnegan.

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 | Two-time All-Star; 30 sacks in past two seasons |
| 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; six TDs in 2008 |
| S Nick Collins, GB | Bethune-Cookman | Named to 2009 Pro Bowl; led NFL with three INT-TDs |
| WR Marques Colston, NO | Hofstra | 215 career receptions; NFL-record 168 in first two seasons |
| LB Zak DeOssie, NYG | Brown | Named to 2009 Pro Bowl as LS |
| WR Donald Driver, GB | Alcorn State | Three-time All-Star; 577 career receptions |
| CB Cortland Finnegan, Ten. | Samford | Named to 2009 Pro Bowl; recorded five interceptions |
| QB Joe Flacco, Bal. | Delaware | First rookie QB in NFL history to win two playoff games |
| LB London Fletcher, Was. | John Carroll | Has recorded over 950 tackles in 11 NFL seasons |
| QB Jeff Garcia, Oak. | San Jose State | Four-time All-Star; 25,537 career passing yards |
| CB Al Harris, GB | Texas A&M-Kingsville | Named to two consecutive Pro Bowls |
| QB Tarvaris Jackson, Min. | Alabama State | Started 17 games in past two seasons (10-7) |
| WR Vincent Jackson, SD | Northern Colorado | Had first 1,000-yard season (1,098) in 2008 |
| WR Jacoby Jones, Hou. | Lane | Fifth in NFL in punt return yards with two PR-TDs in 2008 |
| 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; had two INT-TDs in 2008 |
| DE Robert Mathis, Ind. | Alabama A&M | Selected to 2009 Pro Bowl; tied career high with 11.5 sacks |
| CB Terrence McGee, Buf. | Northwestern State (LA) | Named to 2005 Pro Bowl; has 16 career INTs in 71 starts |
| P Brian Moorman, Buf. | Pittsburg (KS) | Selected to 2006 and 2007 Pro Bowls |
| WR Sean Morey, Arz. | Brown | Special teams co-captain; named to 2009 Pro Bowl |
| WR Terrell Owens, Buf. | UT-Chattanooga | Six-time All-Star; 14,122 yards on 951 career catches |
| CB Dominique Rodgers-Cromartie, Arz. | Tennessee State | Had four INTs as a rookie in 2008; first-round draft choice |
| QB Tony Romo, Dal. | Eastern Illinois | Two-time All-Star; 62 TD passes in past two seasons |
| T Michael Roos, Ten. | Eastern Washington | Named to 2009 Pro Bowl; has started all 64 career games |
| RB Mike Sellers, Was. | Walla Walla CC | Named to 2009 Pro Bowl |
| S Darren Sharper, NO | William & Mary | Four-time All-Star; 54 career interceptions |
| CB Charles Tillman, Chi. | Louisiana-Lafayette | Has started 79 games in six NFL seasons; 20 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 |
| RB Brian Westbrook, Phi. | Villanova | Two-time All-Star; 10,315 career all-purpose yards |

QUARTERBACKS OF THE FUTURE



The quarterback position is as strong as ever! And it seems to keep getting better every year!

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 some great quarterbacks under center in 2009," Brandt says. "**TOM BRADY, DREW BREES, JAY CUTLER, PEYTON** and **ELI MANNING** (left), **CARSON PALMER**, and **BEN ROETHLISBERGER** will help carry this league for the next 10 years and **JOE FLACCO** and **MATT RYAN** are on the verge of joining that group."

Brandt, who also visits college campuses for draft analysis on NFL.com, sees plenty of quarterback talent coming up the pike.

"Looking at the quarterbacks at the college level, I think the future looks bright for QBs headed to the NFL."

Following are Brandt's choices for the top QBs in college today (listed alphabetically):

| QUARTERBACK | HT/ WT | BRANDT'S ANALYSIS |
|--|---------|---|
| Sam Bradford , Oklahoma | 6-4/225 | <i>"Has passed for 86 touchdowns in past two seasons. He is smart and very athletic with above-average arm strength and accuracy. Definitely a proven winner."</i> |
| Jimmy Clausen , Notre Dame | 6-3/217 | <i>"Has started for two years and finished 2008 season passing for 401 yards and five TDs in bowl game. Came to Notre Dame with a thin frame and has added weight and strength. Very knowledgeable player."</i> |
| Dan LeFevour , Central Michigan | 6-3/225 | <i>"Only the second quarterback in college football history to run for 1,000 yards and pass for 3,000 yards in a season. Very athletic with a good arm and strong leadership traits."</i> |
| Colt McCoy , Texas | 6-3/212 | <i>"Completed 76.7 percent of his passes last year. Has an above-average arm and is a great leader with great work habits. He is very smart and has above-average running ability."</i> |
| Zac Robinson , Oklahoma St. | 6-3/220 | <i>"Holds school record for career total yards with 7,786. Moves well and has very good accuracy and understanding of the game."</i> |
| Jevan Snead , Mississippi | 6-3/215 | <i>"Transferred from Texas where he played behind Colt McCoy. Can make all the throws needed to be successful in the NFL. Has two years left at Ole Miss."</i> |
| Tim Tebow , Florida | 6-3/235 | <i>"Had 30 TD passes and only four INTs in 2008. Will be a top-10 pick in the 2010 NFL Draft. Has a strong arm with good accuracy – great intangibles for position."</i> |
| Isiah "Juice" Williams , Illinois | 6-2/235 | <i>"Has improved his passing skills and is very athletic. Led Big Ten in passing yards in 2008."</i> |

BRANDT'S HONORABLE MENTIONS: **Max Hall**, BYU; **Tim Hiller**, Western Michigan; **Colin Kaepernick**, Nevada; **Jake Locker**, Washington; **Joseph Webb**, Alabama Birmingham.

The talent pool will only deepen with these five high school seniors, rated in order of talent by high school recruiting guru **TOM LEMMING**:

| QUARTERBACK | HT/WT | HIGH SCHOOL | LEMMING'S ANALYSIS |
|----------------------|---------|-----------------------------|---|
| Blake Bell | 6-6/220 | Wichita (KS) Bishop Carroll | <i>"Big-time passer and good athlete. His father Mark and uncle Mike both played in the NFL."</i> |
| Jake Heaps | 6-2/195 | Sammamish (WA) Skyline | <i>"Most efficient passer in the country."</i> |
| Devin Gardner | 6-4/205 | Detroit (MI) Inkster | <i>"Great spread offense quarterback and is definitely the best athlete of the group."</i> |
| Phillip Sims | 6-2/215 | Chesapeake (VA) Oscar Smith | <i>"He can do it all. Great out-of-the-pocket passer."</i> |
| Connor Wood | 6-4/210 | Houston (TX) Second Baptist | <i>"People love his potential. Has great arm strength and runs well for a big guy."</i> |

LEMMING'S HONORABLE MENTIONS: **Terrance Broadway**, Capitol (LA) HS; **Austin Hinder**, Steamboat Springs (CO) HS; **Nick Montana**, Oaks Christian (CA) HS.

ON TARGET



Offensive coordinators spend hours dreaming up creative ways to get them the football. Defensive coordinators spend equal time having nightmares about how to stop them.

“Go-to” receivers are critical to offensive success in today’s NFL. Teams rely on the precise route running and sure hands of their most reliable receivers to keep the chains moving.

And nobody appreciates a go-to receiver more than his quarterback.

“Andre starts everything off,” says Texans quarterback **MATT SCHAUB** of his No. 1 receiving option, All-Star **ANDRE JOHNSON** (left). “Everything goes through him. Andre just brings a level of excitement. He’s a playmaker and he’s one of the leaders on our football team.”

Johnson, who enjoyed a career year in 2008 with 115 receptions for 1,575 yards and eight touchdowns, was also the second-most targeted player in the league with 171.

Since 2000, wide receiver **TORRY HOLT** leads the NFL with 1,361 passes thrown his way. Holt has been the go-to receiving option for years in St. Louis, but will join the Jaguars’ receiving corps this fall. Jacksonville quarterback **DAVID GARRARD**, for one, is excited.

“Torry’s not a seven-time Pro Bowler just because of his great physical ability,” says Garrard. “He learns every in and out of the offense so he can be at his best when game time comes around. He’s very methodical in his approach to the game. I know that when we line up on Sundays, I can count on him in every play.”

Here’s a look at the NFL’s most targeted players:

| MOST TARGETED PLAYERS SINCE 2000 | | MOST TARGETED PLAYERS IN 2008 | |
|----------------------------------|---------|-------------------------------|---------|
| PLAYER | TARGETS | PLAYER | TARGETS |
| Torry Holt | 1,361 | Brandon Marshall | 181 |
| Terrell Owens | 1,258 | Andre Johnson | 171 |
| Marvin Harrison | 1,238 | Dwayne Bowe | 157 |
| Randy Moss | 1,229 | Tony Gonzalez | 155 |
| Derrick Mason | 1,151 | Larry Fitzgerald | 154 |

FUEL FOR THE GAME

For Jacksonville Jaguars cornerback **RASHEAN MATHIS** (right), a hearty pregame meal starts with a good breakfast.

“I am a breakfast person,” Mathis explains. “So for me, my pregame meal consists of a waffle with some strawberries, whipped cream, two eggs scrambled light, turkey bacon and a little bit of grits.”

Other players, such as Miami safety **GIBRIL WILSON**, prefer a lighter meal like some fresh fruit.

Here’s a sampling of what some NFL players eat before games:



| PLAYER, TEAM | FAVORITE MEAL |
|----------------------------------|--|
| Joseph Addai, Indianapolis | Lasagna and chicken |
| Ronnie Brown, Miami | Pasta |
| Michael Clayton, Tampa Bay | Steak and potatoes |
| Trent Cole, Philadelphia | Chicken breast and carrots |
| Frank Gore, San Francisco | Egg whites |
| Ben Grubbs, Baltimore | Baked chicken and a baked potato |
| E.J. Henderson, Minnesota | Grilled chicken with A1 sauce |
| Chris Johnson, Tennessee | Spaghetti |
| Rashean Mathis, Jacksonville | Waffle with strawberries and whipped cream, two eggs scrambled light, turkey bacon and grits |
| Kareem McKenzie, New York Giants | Chicken, pasta and a couple of eggs |
| Darren Sharper, New Orleans | Steak with pasta |
| Eric Steinbach, Cleveland | Meat-lovers omelet and hash browns |
| Brian Urlacher, Chicago | Chocolate chip cookies |
| Adam Vinatieri, Indianapolis | French toast, oatmeal and fruit |
| Gibril Wilson, Miami | Pineapple |
| Will Witherspoon, St. Louis | Spaghetti and meat sauce, chicken and ranch dressing |

HOW WAS YOUR OFFSEASON?



Minnesota Vikings defensive end **JARED ALLEN**, Arizona Cardinals wide receiver **LARRY FITZGERALD** (left, at pyramids in Egypt) and Cincinnati Bengals linebacker **DHANI JONES** (below, herding sheep in Spain's Basque country) spend most of the football season traveling from one stadium to the next, but during the offseason, each found time to explore sites across the globe.

After completing a 10-day NFL-USO tour through Iraq and Kuwait with New York Giants linebacker **DANNY CLARK** and St. Louis Rams linebacker **WILL WITHERSPOON**, Fitzgerald convinced Allen to join him on a three-week trip to Dubai and several African nations.

"I'm so glad I did it," says Allen. "The beauty of Africa is amazing. My view of Africa was completely skewed. I'm thinking it's a civil war-ridden continent, and you hear about the violence and racism in South Africa. But Cape Town is just beautiful."

Stops on their extended trip overseas included Morocco and Egypt. The pair visited pyramids, went on three safaris, sand-surfed in the Arabian Desert and visited with schoolchildren in Zambia.

Meanwhile, Jones' offseason adventures aired in a new Travel Channel series, "*Dhani Tackles the Globe*." Filmed over the past two years, the series captured Jones experiencing new cultures all over the world as he immersed himself in learning local sports, including rugby in England and dragon-boat racing in Singapore. Along the way, he sampled local delicacies like cockroaches.

Jones, who inherited a love of traveling from his father, hopes that his offseason adventures inspire others. "I want everybody to travel," he says. "To travel and not be afraid."



Other players stayed closer to home during the offseason, pursuing hobbies and giving back to the community:

- Jacksonville Jaguars running back **MONTELL OWENS**, an accomplished trumpet player, teamed up with 12 local high school students and made his musical debut with the St. Johns River City High School Jazz All-Stars in downtown Jacksonville.
- **JASON WITTEN** of the Dallas Cowboys worked on football skills with 1,865 children at his annual youth football camp in his hometown of Elizabethton, TN. The All-Star tight end hosts the camp free of charge each off-season. Witten was one of 150 players who received a total of \$550,000 in grants from the NFL Youth Football Fund to host youth football camps this summer.
- Atlanta Falcons players joined head coach **MIKE SMITH** for a day of fishing and barbecuing with wounded members of the US Armed Forces from the VA Medical Center in Augusta, GA.
- Arizona Cardinals quarterback **KURT WARNER**, the 2008 Walter Payton NFL Man of the Year, returned home to Cedar Rapids, IA to rebuild homes damaged by last year's floods as part of a project with Habitat for Humanity.
- Buffalo Bills rookie defensive end **AARON MAYBIN** met with 180 local high school football players participating in the NFL's High School Player Development program. Maybin is a graduate of the program, which teaches both football skills and lessons in character development. He reminded the students to take their schoolwork just as seriously as they do football.
- Washington Redskins wide receiver **ANTWAAN RANDLE EL** spent Father's Day with **PRESIDENT BARACK OBAMA** as part of a day of service. Randle El visited Falcon's Edge, a local community organization, and joined the President and other public figures for a barbeque on the South Lawn of the White House.
- San Diego Chargers running back **LA DAINIAN TOMLINSON** spent a day in his hometown of Waco, TX, hosting a youth football camp and shooting a "Live United" United Way Public Service Announcement.
- Tennessee Titans players, including defensive end **KYLE VANDEN BOSCH**, spent a day getting active with young fans at the Nashville Zoo as part of the NFL's PLAY 60 youth health and fitness campaign.
- Oakland Raiders cornerback **NNAMDI ASOMUGHA** continued his tradition of taking high schoolers from Oakland on a college tour. This year, the group visited New York City universities and rubbed shoulders with **PRESIDENT BILL CLINTON** and actress **NATALIE PORTMAN** along the way.

WHY I LIKE MY NUMBER



Buffalo Bills linebacker **KAWIKA MITCHELL** (left) switched to a new number when he joined the team last year. Now he is going back to his old number. Mitchell, who wore No. 59 with the Bills last season, will don No. 55 this year – the same number he wore as a member of the New York Giants when the team won Super Bowl XLII.

“I think I had two good, productive years in both numbers,” says Mitchell, “but I won a Super Bowl in No. 55, so I think that makes it a little more special to me.”

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

| PLAYER, TEAM | NUMBER | EXPLANATION |
|---|----------|---|
| LB Bruce Davis, Pittsburgh | 50 | Asked LB Larry Foote if he could wear Foote’s number when he left the team and Foote agreed. |
| RB Justin Forsett, Seattle | 20 | Switched from 30 to 20, which was his college number. |
| WR Ted Ginn, Jr., Miami | 19 | Wears the same number his father wore in high school. |
| RB Frank Gore, San Francisco | 21 | Chose 21 because two plus one equals three, and that’s the number he’d had all his life. |
| WR Santonio Holmes, Pittsburgh | 10 | He wanted a number between 10-19 because he thought it would make him look good. “And the way you feel is the way you play,” says Holmes. |
| CB Mike Jenkins, Dallas | 21 | Switched to No. 21 as a tribute to the late Sean Taylor, whom he considered a good friend and mentor as well as one of his favorite players. |
| RB Maurice Jones-Drew, Jacksonville | 32 | Wears it as a reminder that all 32 clubs took a pass on him in the first round of the 2006 NFL Draft. |
| CB Justin King, St. Louis | 31 | Changed from his previous No. 32 because he has had a one in his number since high school. |
| QB Peyton Manning, Indianapolis | 18 | Wears this number in honor of his father, Archie Manning, who wore those digits in his college days at Ole Miss. |
| LB Kawika Mitchell, Buffalo | 55 | Switched from No. 59 to No. 55 because that’s the number he wore with the Giants when the team won Super Bowl XLII. |
| S William Moore and CB Von Hutchins, Atlanta | 24 25 | Moore (previously No. 25) is in the process of switching numbers with Hutchins (previously No. 24) in memory of a teammate that passed away. In return, Hutchins is asking Moore to donate \$5,000 to the Lupus Foundation. |
| RB Antonio Pittman, St. Louis | 25 | Wore No. 25 in college. |
| QB Sage Rosenfels, Minnesota | 2 | He has two children and his favorite band is U2. |
| WR Mike Walker, Jacksonville | 11 | Switched from 81 to his college number, 11. |
| WR Roy Williams, Dallas | 11 | Says that the number 11 makes him look slim. And he adds that 11 is the easiest number to write for autographs. |

NFL JERSEY NUMBERING SYSTEM

All NFL players must wear numbers on their jerseys in accordance with the Official NFL Playing Rules, and such numerals must be by playing position, as follows:

| POSITION | ALLOCATED NUMBERS |
|--|--|
| Quarterbacks, Punters and Placekickers | 1 through 19 |
| Wide Receivers | 10 through 19, 80 through 89 |
| Tight Ends | 80 through 89 |
| Running Backs and Defensive Backs | 20 through 49 |
| Centers | 50 through 59 (60 through 79 if 50-59 unavailable) |
| Guards and Offensive Tackles | 60 through 79 |
| Defensive Linemen | 60 through 79 (90 through 99 if 60-79 unavailable) |
| Linebackers | 50 through 59 (90 through 99 if 50-59 unavailable) |

WHO'S YOUR FAVORITE PLAYER TO WATCH?



Exciting. Dynamic. Explosive. Powerful.

Those are just a few of the words used to describe Minnesota Vikings running back **ADRIAN PETERSON**, who was chosen by a number of players around the league when asked "Who is your favorite player to watch?"

The 2008 NFL rushing champion was named the most enjoyable player to watch by offensive and defensive players alike, showing that it's not just the guys who get to watch him from the sidelines that respect his abilities.

"Adrian Peterson is a dynamic, strong back," says Miami Dolphins linebacker **AKIN AYODELE**. "He is one of the top running backs in the NFL and runs with a lot of power and determination."

The following players have been selected by their opponents as their favorite players to watch:

| PLAYER | PLAYER HE LIKES TO WATCH |
|-------------------------|---|
| Akin Ayodele, Mia. | Adrian Peterson, because he is a dynamic, strong back. He is one of the top running backs in the NFL and runs with a lot of power and determination. |
| Marc Bulger, StL | I like to watch Larry Fitzgerald. He is a great receiver. |
| Greg Camarillo, Mia. | Larry Fitzgerald. He is a strong receiver who plays with great technique and makes game-changing plays. |
| Tashard Choice, Dal. | Brian Westbrook, because he's so hard to tackle and he does it all on the field. |
| Alge Crumpler, Ten. | Ed Reed, because he is so versatile. |
| Karlos Dansby, Arz. | Reggie Bush, the human highlight reel. His name should be "Mr. Electric." |
| Harry Douglas, Atl. | Steve Smith, because he's so explosive. |
| Heath Evans, NO | Zach Thomas is a guy that I think prepares with the best of them. The guy plays with a lot of energy. Whether you're studying him or watching him on a Sunday afternoon, he's always near the ball. He's exciting to watch. |
| Matt Forté, Chi. | Adrian Peterson, just because he is similar to me. We are both running backs, we have similar styles and he is a great running back, just one of the best I have seen. |
| Scott Fujita, NO | Ed Reed. He's a complete ball hawk on defense. To have a guy who has touched the ball that often in his career, it's pretty impressive. |
| Justin Gage, Ten. | Hines Ward, because he has so much energy and has fun playing the game. |
| Frank Gore, SF | Ed Reed. You just know watching him play that he's going to do something exciting. |
| Al Harris, GB | Keith Bulluck, because he's a great player and it always seems like he's making something happen. |
| Chris Hovan, TB | Adrian Peterson, because he's explosive. |
| Marlin Jackson, Ind. | Adrian Peterson, because of his ability to either run through people or around them. He's an exciting player. |
| Greg Jennings, GB | Chad Ochocinco, because of the smoothness in his route running, his enthusiasm for the game and his constant competition with the defensive backs. |
| Chris Johnson, Ten. | Adrian Peterson. He's a beast. |
| Josh Morgan, SF | Terrell Owens, because he puts on a show and he's a playmaker. |
| Ovie Mughelli, Atl. | Adrian Peterson, because of the way he runs. He reminds me of the great power and speed backs of the past. |
| Brady Quinn, Cle. | Tom Brady. He has a very calm way of handling and managing the game, especially in crucial moments. |
| Ray Rice, Bal. | Maurice Jones-Drew, because I see myself doing the same things he does. |
| Michael Roos, Ten. | Hines Ward. I just love the way he plays. |
| Brian Russell, Sea. | Ed Reed, because of his creativity. |
| Visanthe Shiancoe, Min. | I love to watch Kellen Winslow. He's a pretty good athlete. |
| Takeo Spikes, SF | London Fletcher, because he is the epitome of a player that does everything right and never gets credit for it. |
| Joe Staley, SF | I like Maurice Jones-Drew. He's really small, but also really physical. |
| Ike Taylor, Pitt. | Adrian Peterson, because I enjoy watching him move his feet. He is always a threat to run for 200 yards every game. |
| Benjamin Watson, NE | Tony Gonzalez. He's one of the greatest tight ends of all time. |
| Reggie Wayne, Ind. | Ed Reed. He plays the position always at a high level and all receivers and defensive backs can learn from watching him. The man is a machine. |
| Brian Williams, Jax. | Adrian Wilson, because of the way he approaches and plays the game. |
| Patrick Willis, SF | Ray Lewis, because I like the intensity that he plays with. I like his enthusiasm. I just like the way he plays, period. |

IF I WASN'T PLAYING FOOTBALL...



Just as NFL players have exceptional skills on the field, they are consistently preparing to use their many off-the-field skills as well. NFL players have hobbies and interests that run the gamut, from pursuing a career in medicine to the movie industry to public service.

The food service industry is appealing to several NFL players who have explored the craft. Indianapolis Colts defensive tackle **RAHEEM BROCK** opened the first Wingstop restaurant in Philadelphia with New Orleans Saints wide receiver **MARQUES COLSTON** attending the grand opening. Former Pittsburgh Steelers running back **AMOS ZEREOUE** (below) is the proud owner of Zereoue, an African/French inspired restaurant in Manhattan. "I had taken a liking to preparing meals and having people get together," says Zereoue. "I come from a background of cooks. It was the thing I wanted to do. I wanted a place where people can come and enjoy the atmosphere."

Four Washington Redskins offensive linemen competed in a burger cook-off at Good Stuff Eatery in D.C. judged by owner **SPIKE MENDELSON**, a contestant from Bravo's "Top Chef." **STEPHON HEYER**'s creation (above, left), "Stephon's Spicy Melt," bested burgers created by teammates **JUSTIN GEISINGER**, **CASEY RABACH** and **CHAD RINEHART**. It was featured on the restaurant's menu for one month and garnered rave reviews.



Here are some of the hobbies and interests of NFL players outside of football:

| PLAYER, TEAM | INTERESTS OR POTENTIAL CAREERS OUTSIDE OF FOOTBALL |
|-----------------------|--|
| Jared Allen, Min. | His grandfather, uncle and brother served in the United States military: "The only reason I'm not a Marine is because I could play football." |
| Darian Barnes, NO | Co-founded a comic book publishing company called Twilight East. He's creating a publication called the <u>National Triumph League</u> based on athletes blessed with superhuman talent. |
| Steve Breaston, Arz. | Has been writing poetry since he was in junior high. "I like to write about life and certain issues in my community. It's a way to express yourself, and I'm good at it and more confident with it." |
| Raheem Brock, Ind. | "I look forward to bringing other Wingstop locations to the area and to the continuation of local programs and events through the Raheem Brock Foundation and Brock's Kids." |
| Brad Butler, Buf. | Interned for politician and former NFLer Jack Kemp and is interested in public service: "There's nothing more important than serving this country. It's something I'm really drawn to." |
| Chris Chambers, SD | Chambers is a co-owner of King Ape Entertainment, a music label that represents up-and-coming hip-hop and R&B artists. |
| Mark Clayton, Bal. | "I would be an architect or engineer. I love architecture. Coming out of high school, I was going to college to be an engineer, but I got into football." |
| Kerry Collins, Ten. | Has written country songs with musicians in Nashville. "It's something completely different from football, and it taps into a creative side I think I always knew I had but never had an outlet for." |
| Mark Colombo, Dal. | He is the lead signer and guitarist of Free Reign, a band that includes fellow Cowboys offensive linemen Leonard Davis and Cory Proctor. "I treat music as fun. It's an outlet." |
| Brian Cushing, Hou. | Cushing would want to be a Navy SEAL if he was not a football player. |
| Donald Driver, GB | Wrote a children's book called <u>Quickie Makes the Team</u> . Sales proceeds of the book go to The Donald Driver Foundation, which aims to help homeless families. |
| Jeff Faine, TB | Has opened multiple restaurants, including ones in Cleveland and Los Angeles this offseason. Also part of an oil company that extracts oil from old, proven wells. |
| Chris Gocong, Phi. | Has a degree in general engineering from Cal Poly and plans to pursue biomedical engineering. "Heart valve transplants, knee implants, all kinds of procedures that older people need." |
| Steven Hauschka, Bal. | Deferred acceptance to dental school to pursue kicking. "At Middlebury College, I focused on academics. I thought I was going to be in med school or something like that." |
| Ellis Hobbs, Phi. | Hobbs interned at Kraft Sports Productions. "I do a lot of blending of reality with animation. If I wasn't playing football I'd want to be an animator for Disney." |
| Stephon Heyer, Was. | Won a burger cook-off at Good Stuff Eatery in D.C. judged by owner Spike Mendelsohn, a contestant from Bravo's "Top Chef." His entry, "Stephon's Spicy Melt," was featured on the restaurant's menu for one month and garnered rave reviews. |
| Brandon Jacobs, NYG | Was an amateur boxer as a youth and would like to become a boxing manager. "I've been wanting to get into the business." |
| Dhani Jones, Cin. | Has a company called Five Star Bow Ties, has published poetry and worked as a TV host on the Travel Channel show " <i>Dhani Tackles the Globe</i> ." Has contributed to NFL Network and ESPN2. |
| Kris Jenkins, NYJ | "When I'm cooking, because of all the memories associated with it, it always calms me down. It always brings me to a place of peace." |
| Brandon London, Mia. | Has participated as a model on BET's " <i>Rip the Runway</i> " for two years, starring alongside Steelers LB LaMarr Woodley and several contestants from " <i>America's Next Top Model</i> " in 2009. |
| Alex Magee, KC | He hopes to work for the FBI. "That was the plan before, and that's still kind of the plan. Whether I pursue it and go to law school, I don't know. I'm working hard so that I can play on Sundays." |

| | |
|------------------------|---|
| Willie Middleton, Atl. | Graduated from Furman College with a degree in biology and took the MCAT. "I tried to set up a fallback plan in case the NFL doesn't work out for me." |
| Ryan Moats, Hou. | "I've always had a passion for 3-D motion and graphics. I like to draw, especially draw up video games, and I did an internship when I was a rookie in Philly at EA Sports." |
| Rudy Niswanger, KC | Interned for an orthopedic surgeon for three summers before being accepted into medical school. "If I'm blessed enough to have both a long football career and a medical career, that's great." |
| Montell Owens, Jax. | Performed in the Jacksonville Jazz Festival with the St. Johns River City Band. "I really wanted to play the sax (when I was younger), but I wound up falling in love with the trumpet." |
| Trevor Pryce, Bal. | Has written and sold multiple screenplays, including one which was sold to Sony Pictures. "Everyone has a passion outside of football. For me, it just happens to be movies." |
| Lyle Sendlein, Arz. | "I would want to be a fireman. I would like to help people out and have excitement in my job, and also to be part of a team." |
| Terrell Suggs, Bal. | Formed a movie production company. "I'm interested in the entire creative process: casting, directing, lighting, how to motivate your actors, everything behind the scenes." |

ON THE ROAD AGAIN

There's nothing like playing in front of your home crowd, but players also enjoy road games. Whether it's because of the city, the fans, going back to one's hometown or the atmosphere, a road contest can also get a player excited to play.

Here's a list of some players' favorite road stadiums:

| PLAYER, TEAM | FAVORITE AWAY STADIUM AND REASON WHY |
|------------------------------|---|
| Josh Bidwell, Tampa Bay | "Mile High Stadium in Denver. Beautiful city and a great place to punt." |
| Tashard Choice, Dallas | "University of Phoenix Stadium in Arizona. The stadium is indoors but then they have the grass field, so that was really nice. We love to play on grass and it felt real good out there." |
| Karlos Dansby, Arizona | "I would have to say San Francisco with all of its history. Having an opportunity to play there once a year is huge." |
| Matt Forté, Chicago | "I would say the Georgia Dome, because it is close to where I grew up and where everyone can see me play." |
| Dwight Freeney, Indianapolis | "Arrowhead Stadium in Kansas City, because the atmosphere of the entire day is tense from start to finish. The fans rally behind their team and the stadium is classic." |
| Scott Fujita, New Orleans | "Oakland. I really enjoy the Black Hole environment" |
| Chris Houston, Atlanta | "I like going out to Qualcomm Stadium in San Diego. There is something about the feeling and the atmosphere." |
| Marlin Jackson, Indianapolis | "LP Field, home of the Titans, because of the current rivalry and the total atmosphere that makes both teams play hard." |
| Randy McMichael, St. Louis | "New York. The fans are intense there. There's nothing like a Sunday-night or Monday-night game in New York." |
| Ray Rice, Baltimore | "Pittsburgh, because when you go there and get a win, it's really big. We have a nice rivalry. There's a lot of history in that stadium." |
| Aaron Rodgers, Green Bay | "The Metrodome in Minnesota, because it's the loudest stadium and it presents the greatest challenge." |
| Brian Russell, Seattle | "Lambeau Field, because of the tradition." |
| Visanthe Shiancoe, Minnesota | "I like Soldier Field in Chicago. The atmosphere is pretty intense. The crowd is always into it and it is old-school, smash-mouth football. It gives you that throwback feeling." |



Lambeau Field, Green Bay, WI



University of Phoenix Stadium, Glendale, AZ

FROM DAY JOB TO NFL



Before making it to the NFL, many players held other jobs. They ranged from working in a steel mill to delivering food on roller skates at Sonic.

Tampa Bay Buccaneers running back **DERRICK WARD** (left) held a particularly interesting job before the NFL, working as a production assistant on the set of the hit television show “*Friends*.”

“I got coffee, lunch and delivered scripts to the actors’ houses,” he recalls. “I did everything.”

Here’s a sampling of jobs previously held by NFL players:

| PLAYER, TEAM | JOB |
|---------------------------------|---|
| S Jeremiah Bell, Miami | Worked in steel mill in Kentucky |
| S Courtney Bryan, Miami | Worked at Arby’s |
| T Jermon Bushrod, New Orleans | Substitute teacher |
| DE Jeff Charleston, New Orleans | Worked at custom furniture store in Portland, OR |
| WR Mark Clayton, Baltimore | Worked at Popeye’s Chicken and Krispy Kreme |
| WR Rashied Davis, Chicago | Best Buy employee |
| S Abram Elam, Cleveland | Worked in dentist’s office in West Palm Beach, FL |
| LS Brett Goode, Green Bay | Construction worker |
| K Robbie Gould, Chicago | Construction worker |
| WR Torry Holt, Jacksonville | Pulled tobacco in Gibsonville, NC for \$5 an hour |
| DE Ziggy Hood, Pittsburgh | Delivered food at Sonic on roller skates |
| RB Fred Jackson, Buffalo | Youth counselor |
| RB Ryan Moats, Houston | Interned at graphics company |
| P Brian Moorman, Buffalo | Substitute teacher |
| P Glenn Pakulak, New Orleans | Worked in steel mill and also worked as a bouncer |
| P Ken Parrish, Philadelphia | Police officer in Pennsylvania |
| WR David Patten, Cleveland | Hauled coffee in a factory, worked as an electrician and had a job in landscaping |
| LS Bryan Pittman, Seattle | Security guard |
| QB Chris Redman, Atlanta | Sold insurance in Kentucky |
| LS Jared Retofsky, Pittsburgh | Worked at a moving company in Fort Worth, TX |
| LS Garrison Sanborn, Buffalo | Systems support analyst for hospital software |
| C Jeff Saturday, Indianapolis | Electronics store employee |
| T Adam Stenavich, Houston | Interned with the Houston Astros baseball operations department |
| G Nick Urban, Minnesota | Target employee |
| RB Derrick Ward, Tampa Bay | Production assistant on set of “ <i>Friends</i> ” |
| G Tony Wragge, San Francisco | Home Depot employee |
| CB Usama Young, New Orleans | Helped father sell concessions at RFK Stadium |

NFL NICKNAMES

What’s in a nickname?

Some players get them because of their style of play or demeanor, while others earn them due to their physical appearance.

One of the more popular nicknames around the NFL is “Bam Bam.”

New York Giants Pro Bowl linebacker and long snapper **ZAK DE OSSIE** earned that moniker because teammates claim he resembles the character from the cartoon “*The Flintstones*.” **PATRICK WILLIS**, the All-Star linebacker for the San Francisco 49ers, got that nickname from Cincinnati wide receiver **CHAD OCHOCINCO** after Willis played part of the 2007 season with a giant cast on his hand. And linebacker **LONDON FLETCHER** of the Washington Redskins (right) earned that name because he was a big fan of “*The Flintstones*” growing up as a child.

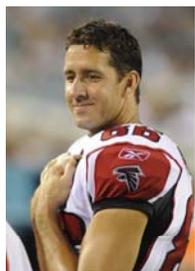


Here are some other interesting NFL nicknames:

| PLAYER, TEAM | NICKNAME | DERIVATION |
|------------------------------|--------------------|---|
| Zak DeOssie, New York Giants | “ Bam Bam ” | Because he looks like the character from “ <i>The Flintstones</i> .” |
| Dwan Edwards, Baltimore | “ Wiggle ” | Before he lost some weight, he “wiggled” when he ran. |
| James Farrior, Pittsburgh | “ Potsie ” | Given to him by his parents when he was young because of his potbelly and the popularity of the sitcom “ <i>Happy Days</i> .” |
| London Fletcher, Washington | “ Bam Bam ” | Earned the nickname by being a big fan of the show “ <i>The Flintstones</i> ”. |

| | | |
|----------------------------------|---------------------|--|
| Maurice Jones-Drew, Jacksonville | "Pinball" | Because of the way defenders bounce off of him. |
| Eli Manning, New York Giants | "E" | "E" as in "easy" for his calm demeanor. |
| LeSean McCoy, Philadelphia | "Shady" | His mother thought he was shady as a baby – smiling one minute and shy the next. |
| Terrence McGee, Buffalo | "Game Day" | Because he's always ready to play on game day. |
| Brandon Mebane, Seattle | "Bang Bang" | Because of his hard work at the line of scrimmage. |
| Michael Montgomery, Green Bay | "Money Mike" | Given to him in college based on a character in the movie "Friday After Next" and because he kept all of his spare change in a piggy bank at the time. |
| Mewelde Moore, Pittsburgh | "Waltzing" | Given by ESPN's Chris Berman because of his footwork. |
| Adrian Peterson, Minnesota | "All Day" | He had so much energy as a child that he could run and play all day. |
| Ryan Pickett, Green Bay | "Big Grease" | He looks like his father, nicknamed "Grease," and when he outgrew his father he became "Big Grease." |
| Frank Summers, Pittsburgh | "Tank" | Received his nickname from his bruising running style. |
| Charles Tillman, Chicago | "Peanut" | His family gave him this nickname when he was a baby. |
| Michael Turner, Atlanta | "MARTA" | MARTA, Atlanta's public transportation system, was the nickname given by teammate John Abraham last season because opponents who tried to bring Turner down instead went "along for the ride." |
| Chris Wells, Arizona | "Beanie" | Given to him by his older brother because he looked like a bean pole growing up. |
| Demetrius Williams, Baltimore | "Spiderman" | Got his nickname because of the way he can twist his body. |
| Patrick Willis, San Francisco | "Bam Bam" | Given to him by Bengals WR Chad Ochocinco because he played with a cast on his hand for part of the 2007 season. |
| Floyd Womack, Cleveland | "Pork Chop" | His mother thought he resembled Pork Chop Cash, a local pro wrestler, as a baby. |

LAUGHING OUT LOUD



During a long NFL season, sometimes you just need a good laugh.

And in locker rooms across the league, you'll find someone who can always put a smile on his teammates' faces.

"BRIAN FINNERAN (left) is funny and sarcastic," says Atlanta Falcons wide receiver **HARRY DOUGLAS**. "Even when he tries to be serious, he's funny."

Following are some of the funniest players in the NFL:

| PLAYER, TEAM | FUNNIEST PLAYER ON HIS TEAM AND WHY |
|------------------------------|--|
| Sheldon Brown, Philadelphia | "Trent Cole, without a doubt, is the funniest guy even when he is not trying to be funny. Just some of the things he says and does, you can't help but crack up. He's not trying to do it, he's dead serious, but to me he's hilarious." |
| Greg Camarillo, Miami | "Channing Crowder. He says whatever comes to his mind." |
| Harry Douglas, Atlanta | "Brian Finneran is funny and sarcastic. Even when he tries to be serious, he's funny." |
| Matt Forté, Chicago | "The funniest player on our team has to be, hands down, Anthony Adams. He is just outspoken and crazy and just always does all kinds of funny stuff." |
| Tavares Gooden, Baltimore | "We've got a bunch of characters on the team. Le'Ron McClain is pretty funny because of his actions and the faces he makes." |
| Marlin Jackson, Indianapolis | "Gary Brackett, because he always tells good jokes and is able to make a lot of people laugh in the locker room." |
| Greg Jennings, Green Bay | "Ruvell Martin. His impressions are perfect and he can sound like anybody." |
| Cullen Loeffler, Minnesota | "Jared Allen. Just when you think you've heard it all, he comes up with something that is completely off the wall and hilarious." |
| Heath Miller, Pittsburgh | "Scott Paxson, because of his T-Rex impersonation." |
| Joe Staley, San Francisco | "Me. I crack myself up." |
| Pierre Thomas, New Orleans | "Mark Brunell. He's been around for a long time and has seen it all in the NFL. He has so much experience and is very clever. He's a cool guy. He knows when to get serious, but also likes to break things up and put a smile on your face. Even when you're running and dying out there, he can say one thing to get everyone laughing." |
| David Tyree, N.Y. Giants | "Richie Seubert, because he has the best personality and is the best prankster." |

NFL SUPERSTITIONS

San Francisco 49ers linebacker **PATRICK WILLIS** (right), a two-time Pro Bowl selection, has amassed 315 tackles, 5.0 sacks and 15 passes defended in his first two seasons. Before each game, the 2007 AP Defensive Rookie of the Year has two rituals he does to help him prepare.



“The first thing I always do is say a prayer to let my brother be my guardian angel,” says Willis, whose younger brother, Detris, drowned in 2006.

“Then I have to get the same exact tape on each shoe. I don’t like to have one with more tape than the other. If they’re not the same, then I feel like I’m off.”

Like Willis, other players across the NFL have certain superstitions that they practice before each game.

Here are some unique NFL superstitions:

| PLAYER, TEAM | SUPERSTITION |
|----------------------------------|--|
| WR Earl Bennett, Chicago | Once he puts on his receiving gloves, he avoids shaking hands with anyone. Instead, he hits their hands with the back of his hand. |
| S Antoine Bethea, Indianapolis | At home and on the road, he always talks to his mother, prays before he enters the field and always finds his family and friends in the stands before the game begins. |
| RB Tashard Choice, Dallas | Avoids talking right before a game starts. |
| RB Matt Forté, Chicago | Wears the same kind of socks, shoes, pants and all other clothing for every game. |
| C Jonathan Goodwin, New Orleans | Goes out to the field early and will sometimes just sit on the bench. He likes to get a feel for the turf or grass and just feel out his environment. |
| DE Quentin Groves, Jacksonville | Does six push-ups in the locker room before every game. |
| RB Chris Johnson, Tennessee | Prays four times before each game. |
| RB Ray Rice, Baltimore | While walking with someone else, he stays on the same side of a pole. |
| QB Aaron Rodgers, Green Bay | Calls his grandparents before every game on his way into the stadium. |
| S Brian Russell, Seattle | Before every game, he does the same pregame workout he has been doing since he was a rookie in Minnesota. |
| LB Patrick Willis, San Francisco | Before every game, he says a prayer asking his brother to be his guardian angel. He also must have the same amount of tape on each shoe. |

WHAT ARE YOU LISTENING TO?

Many players listen to music as part of their preparation for games. Some use it as a motivational tool to pump themselves up while others prefer songs that are soothing and calm.

Cincinnati Bengals linebacker **KEITH RIVERS** listens to rap before games. Rivers says he doesn’t listen to a lot of rap at other times, but he likes it before a game because “rap has attitude, an edge to it, and to me that fits in with playing football.”

Following are the pre-game music choices of some NFL players:

| PLAYER, TEAM | MUSIC |
|------------------------------|--|
| Akin Ayodele, Miami | Gospel on the way to the game and hip-hop during warm-ups |
| Tashard Choice, Dallas | “Here I Stand” by T.I. and “The Place,” a gospel song by Shekinah Glory |
| Trent Cole, Philadelphia | Hip-hop |
| Karlos Dansby, Arizona | Gospel music by Fred Hammond because it helps him prepare spiritually |
| Bruce Davis, Pittsburgh | Lil’ Wayne and anything loud |
| Ryan Diem, Indianapolis | Listens to the same two songs by Pearl Jam before each game. |
| Harry Douglas, Atlanta | T.I. and Lil’ Wayne |
| Matt Forté, Chicago | Lil’ Wayne, R&B and gospel music. He also listens to “Victory” by Tye Tribbett right before the game |
| Dwight Freeney, Indianapolis | Music that “gets the energy going,” like hip-hop |
| E.J. Henderson, Minnesota | Reggae |
| Deuce Lutui, Arizona | Love songs, “because I am a romantic” |
| Robert Mathis, Indianapolis | Rap and hip-hop because it gets him in the right frame of mind |
| David Patten, Cleveland | Music by the Gospel Quartet to settle pregame anxiety and excitement |
| Keith Rivers, Cincinnati | Rap, because it “has attitude, an edge to it, and to me that fits in with playing football” |
| Joe Staley, San Francisco | Country, usually Dierks Bentley |
| Benjamin Watson, New England | A mix of gospel, R&B and hip hop |

ACTIVE STATISTICAL LEADERS HEADING INTO 2009

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. Peyton Manning, Ind. | 11 | 5,960 | 3,839 | 64.4 | 45,628 | 333 | 165 | 94.7 |
| 2. Tony Romo, Dal. | 5 | 1,307 | 831 | 63.6 | 10,562 | 81 | 46 | 94.7 |
| 3. Kurt Warner, Ari. | 11 | 3,557 | 2,327 | 65.4 | 28,591 | 182 | 114 | 93.8 |
| 4. Philip Rivers, S.D. | 5 | 1,428 | 890 | 62.3 | 10,697 | 78 | 36 | 92.9 |
| 5. Tom Brady, N.E. | 9 | 3,653 | 2,301 | 63.0 | 26,446 | 197 | 86 | 92.9 |
| 6. Chad Pennington, Mia. | 9 | 2,395 | 1,580 | 66.0 | 17,391 | 101 | 62 | 90.6 |
| 7. Ben Roethlisberger, Pit. | 5 | 1,905 | 2,334 | 62.4 | 14,974 | 101 | 69 | 89.4 |
| 8. Drew Brees, N.O. | 8 | 3,650 | 1,927 | 63.9 | 26,258 | 168 | 99 | 89.4 |
| 9. Daunte Culpepper, Det. | 10 | 3,042 | 1,380 | 63.3 | 23,208 | 146 | 100 | 89.0 |
| 10. Carson Palmer, Cin. | 5 | 2,165 | 2,264 | 63.7 | 15,630 | 107 | 67 | 88.9 |

TOP 10 ACTIVE RUSHERS

| | <u>Yr.</u> | <u>Att.</u> | <u>Yards</u> | <u>TD</u> |
|------------------------------|------------|-------------|--------------|-----------|
| 1. Edgerrin James, * | 10 | 2,892 | 12,121 | 80 |
| 2. LaDainian Tomlinson, S.D. | 8 | 2,657 | 11,760 | 126 |
| 3. Fred Taylor, N.E. | 11 | 2,428 | 11,271 | 62 |
| 4. Warrick Dunn, * | 12 | 2,669 | 10,967 | 49 |
| 5. Jamal Lewis, Cle. | 8 | 2,399 | 10,107 | 58 |
| 6. Clinton Portis, Was. | 7 | 2,052 | 9,202 | 72 |
| 7. Ahman Green, * | 11 | 2,015 | 9,045 | 59 |
| 8. Thomas Jones, NYJ | 9 | 1,949 | 7,815 | 48 |
| 9. Ricky Williams, Mia. | 8 | 1,923 | 7,771 | 51 |
| 10. Deuce McAllister, * | 8 | 1,429 | 6,096 | 49 |

TOP 10 ACTIVE PASS RECEIVERS

| | <u>Yrs.</u> | <u>No.</u> | <u>Yards</u> | <u>TD</u> |
|--------------------------|-------------|------------|--------------|-----------|
| 1. Marvin Harrison, * | 13 | 1,102 | 14,580 | 128 |
| 2. Isaac Bruce, S.F. | 15 | 1,003 | 14,944 | 91 |
| 3. Terrell Owens, Buf. | 13 | 951 | 14,122 | 139 |
| 4. Tony Gonzalez, Atl. | 12 | 916 | 10,940 | 76 |
| 5. Torry Holt, Jac. | 10 | 869 | 12,660 | 74 |
| 6. Randy Moss, N.E. | 11 | 843 | 13,201 | 135 |
| 7. Muhsin Muhammad, Car. | 13 | 807 | 10,857 | 61 |
| 8. Hines Ward, Pit. | 11 | 800 | 9,780 | 72 |
| 9. Derrick Mason, Bal. | 12 | 790 | 10,061 | 52 |
| 10. Joey Galloway, N.E. | 14 | 682 | 10,710 | 77 |

TOP 10 ACTIVE SCORERS

| | <u>Yrs.</u> | <u>TD</u> | <u>FG</u> | <u>PAT</u> | <u>TP</u> |
|-------------------------|-------------|-----------|-----------|------------|-----------|
| 1. John Carney, * | 21 | 0 | 460 | 575 | 1,955 |
| 2. Matt Stover, * | 18 | 0 | 462 | 558 | 1,944 |
| 3. Jason Elam, Atl. | 16 | 0 | 424 | 643 | 1,915 |
| 4. Jason Hanson, Det. | 17 | 0 | 406 | 529 | 1,747 |
| 5. John Kasay, Car. | 18 | 0 | 386 | 476 | 1,634 |
| 6. Adam Vinatieri, Ind. | 13 | 0 | 331 | 497(1)# | 1,492 |
| 7. Ryan Longwell, Min. | 12 | 0 | 296 | 482 | 1,370 |
| 8. Olindo Mare, Sea. | 12 | 0 | 279 | 377 | 1,214 |
| 9. David Akers, Phi. | 11 | 0 | 230 | 353 | 1,043 |
| 10. Kris Brown, Hou. | 10 | 0 | 231 | 304 | 997 |

TOP 10 ACTIVE INTERCEPTORS

| | <u>Yrs.</u> | <u>No.</u> | <u>Yards</u> | <u>TD</u> |
|-------------------------|-------------|------------|--------------|-----------|
| 1. Darren Sharper, N.O. | 12 | 54 | 1,036 | 8 |
| 2. Ty Law, * | 14 | 52 | 791 | 7 |
| 3. Champ Bailey, Den. | 10 | 43 | 428 | 4 |
| Ed Reed, Bal. | 7 | 43 | 1,144 | 5 |
| 5. Sammy Knight, * | 12 | 42 | 664 | 4 |
| 6. Aaron Glenn, * | 15 | 41 | 560 | 6 |
| 7. Dre' Bly, S.F. | 10 | 40 | 586 | 5 |
| 8. Sam Madison, * | 12 | 38 | 595 | 2 |
| 9. Ronde Barber, T.B. | 12 | 37 | 653 | 7 |
| Patrick Surtain, * | 11 | 37 | 430 | 2 |

Two-point conversions

TOP 10 ACTIVE SACKERS

| | <u>Yrs.</u> | <u>No.</u> |
|--------------------------|-------------|------------|
| 1. Jason Taylor, Mia. | 12 | 120.5 |
| 2. Kevin Carter, * | 14 | 104.5 |
| 3. Willie McGinest, * | 15 | 86.0 |
| 4. John Abraham, Atl. | 9 | 84.0 |
| 5. Trevor Pryce, Bal. | 12 | 83.5 |
| 6. Joey Porter, Mia. | 10 | 83.0 |
| 7. Leonard Little, St.L. | 11 | 81.0 |
| 8. Patrick Kerney, Sea. | 10 | 77.5 |
| 9. Greg Ellis, Oak. | 11 | 77.0 |
| 10. Jevon Kearse, Ten. | 11 | 73.0 |

TOP 10 ACTIVE PUNTERS

| | <u>Yrs.</u> | <u>Punts</u> | <u>Avg.</u> | <u>Lg.</u> |
|--------------------------|-------------|--------------|-------------|------------|
| 1. Shane Lechler, Oak. | 9 | 682 | 46.8 | 73 |
| 2. Donnie Jones, St.L. | 5 | 359 | 45.2 | 80 |
| 3. Mat McBriar, Dal. | 5 | 299 | 45.0 | 75 |
| 4. Jon Ryan, Sea. | 3 | 222 | 44.9 | 72 |
| 5. Chris Kluwe, Min. | 4 | 318 | 44.5 | 70 |
| 6. Andy Lee, S.F. | 5 | 455 | 44.4 | 82 |
| 7. Mike Scifres, S.D. | 6 | 341 | 44.1 | 71 |
| 8. Sam Koch, Bal. | 3 | 248 | 43.8 | 74 |
| 9. Dustin Colquitt, K.C. | 4 | 301 | 43.7 | 81 |
| 10. Brandon Fields, Mia. | 2 | 151 | 43.5 | 71 |

TOP 5 ACTIVE KICKOFF RETURNERS

| | <u>Yr.</u> | <u>No.</u> | <u>Yds.</u> | <u>Avg.</u> | <u>TD</u> |
|--------------------------|------------|------------|-------------|-------------|-----------|
| 1. Danieal Manning, Chi. | 3 | 40 | 1,151 | 28.8 | 1 |
| 2. Leodis McKelvin, Buf. | 1 | 52 | 1,468 | 28.2 | 1 |
| 3. Ellis Hobbs, Phi. | 4 | 105 | 2,913 | 27.7 | 3 |
| 4. Justin Miller, Oak. | 4 | 141 | 3,745 | 26.6 | 5 |
| 5. Josh Cribbs, Cle. | 4 | 209 | 5,507 | 26.3 | 5 |

TOP 5 ACTIVE PUNT RETURNERS

| | <u>Yr.</u> | <u>No.</u> | <u>Yds.</u> | <u>Avg.</u> | <u>TD</u> |
|-------------------------|------------|------------|-------------|-------------|-----------|
| 1. Roscoe Parrish, Buf. | 4 | 94 | 1,312 | 14.0 | 3 |
| 2. Santana Moss, Was. | 8 | 101 | 1,216 | 12.0 | 3 |
| 3. Devin Hester, Chi. | 3 | 121 | 1,449 | 11.5 | 7 |
| 4. Will Blackmon, G.B. | 3 | 44 | 504 | 10.8 | 3 |
| 5. Jacoby Jones, Hou. | 2 | 62 | 672 | 10.6 | 2 |

* Free agent; subject to developments

THE COACHES

2009 NEW COACHES QUESTIONNAIRES

TOM CABLE – OAKLAND RAIDERS

HOBBIES: Fishing

LAST BOOK READ: The Shack by William P. Young

FAVORITE MOVIE: "Miracle" and "Remember the Titans"

FAVORITE FOOD: Mom's fried chicken

FAVORITE VACATION SPOT: Anyplace I can fish

BEST FOOTBALL NICKNAME: Raiders

FAVORITE COLLEGE TOWN: Boulder, CO (Colorado)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Oakland Raiders

FAVORITE ATHLETE AS A CHILD: Nolan Ryan

FAVORITE STADIUM OTHER THAN YOUR OWN: Raymond James Stadium, because of how we finished 2008

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: New York Yankees' pinstripes

FAVORITE OTHER SPORT: Baseball

PERSON YOU'D MOST LIKE TO MEET: Vince Lombardi

PERSON WHO INFLUENCED YOU THE MOST: Parents and high school coaches

BEST ADVICE EVER RECEIVED: "Be who you are!"

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Warrick Dunn

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Chris Morgan

BEST PURE ATHLETE YOU'VE EVER COACHED: Darren McFadden

TOUGHEST PLAYER YOU'VE EVER COACHED: Jeremy Newberry

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Justin Griffith

FUNNIEST PLAYER YOU'VE EVER COACHED: Tyson Clabo

TOUGHEST COACH YOU'VE EVER FACED: Bill Cowher, because of the mentality of his entire team

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: Cascade High School in 1980

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Atlanta vs. Pittsburgh, 2006

LOUDEST CROWD OF YOUR FOOTBALL CAREER: Colorado at Nebraska, 1998

MOST OVERRATED ASPECT OF FOOTBALL: Pregame talk

MOST UNDERRATED ASPECT OF FOOTBALL: Time to enjoy a victory

WHO HAS THE HARDEST JOB IN FOOTBALL: Offensive linemen

MOST EMBARRASSING FOOTBALL MOMENT: Pulled a calf muscle running out of the tunnel to play Illinois while at UCLA in 2004. Had to limp through the entire game

MOST MEMORABLE FOOTBALL MOMENT: Beating USC in 1996 while at Cal, beating WSU in 2003 as head coach at the University of Idaho, and winning at Tampa Bay to close 2008

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: I would add five players to every team's active roster and dress three more on game day

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Never compromise the essence of the game

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Farming

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2009: More teams using the Wildcat offense.



JIM CALDWELL – INDIANAPOLIS COLTS

HOBBIES: Golf

LAST BOOK READ: The Tipping Point by Malcolm Gladwell

FAVORITE MOVIE: “The Magnificent Seven”

FAVORITE FOOD: Roasted crab

FAVORITE VACATION SPOT: Paradise Island, Bahamas

BEST FOOTBALL NICKNAME: “I. M. Hipp”

FAVORITE COLLEGE TOWN: Iowa City, IA (Iowa)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Chicago Bears

FAVORITE ATHLETE AS A CHILD: Gale Sayers

FAVORITE STADIUM OTHER THAN YOUR OWN, AND WHY: Green Bay’s Lambeau Field. I am from Wisconsin and Lambeau Field has a rich history of memorable games

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Chicago Cubs

FAVORITE OTHER SPORT: Basketball

PERSON YOU’D MOST LIKE TO MEET: Dr. Martin Luther King

PERSON WHO INFLUENCED YOU THE MOST: My father, Willie Caldwell

BEST ADVICE EVER RECEIVED: “Be grateful, be honest, be humble.” From my mother Mary Caldwell

PLAYER (FORMER OR CURRENT) WHO’D MAKE A GREAT HEAD COACH: Brandon Stokley

TOUGHEST PLAYER YOU’VE EVER COACHED: Ovie Mughelli

GREATEST TEAM YOU’VE EVER COMPETED AGAINST: New England Patriots

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Syracuse’s Carrier Dome while coaching at Penn State

MOST UNDERRATED ASPECT OF FOOTBALL: The intelligence required to play the game

WHO HAS THE HARDEST JOB IN FOOTBALL: There are no easy jobs in football

MOST MEMORABLE FOOTBALL MOMENT: Winning Super Bowl XLI

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Sudden-death overtime

IF YOU WEREN’T COACHING, WHAT WOULD YOU BE DOING: Real-estate developer

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2009: A more wide spread use of the Wildcat formation.



TODD HALEY – KANSAS CITY CHIEFS

HOBBIES: Fishing

LAST BOOK READ: The Shack by William P. Young

FAVORITE MOVIE: “Superbad”

FAVORITE FOOD: Pizza

FAVORITE VACATION SPOT: Ocean City, MD & Chautaugua Lake, NY

BEST FOOTBALL NICKNAME: L.C. “Hollywood Bags” Greenwood

FAVORITE COLLEGE TOWN: Gainesville, FL (Florida)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Pittsburgh Steelers

FAVORITE ATHLETE AS A CHILD: Jack Lambert

FAVORITE STADIUM OTHER THAN YOUR OWN: Qwest Field in Seattle, because it has a great crowd and setting

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Pittsburgh Penguins’ “baby blues”

FAVORITE OTHER SPORT: Hockey

PERSON YOU’D MOST LIKE TO MEET: President Obama (because it means that you won the Super Bowl)

PERSON WHO INFLUENCED YOU THE MOST: My father, Dick Haley

BEST ADVICE EVER RECEIVED: “Be yourself”

PLAYER (FORMER OR CURRENT) WHO’D MAKE A GREAT HEAD COACH: Richie Anderson

GREATEST OVERACHIEVER YOU’VE EVER COACHED: Kurt Warner and Wayne Chrebet

BEST PURE ATHLETE YOU’VE EVER COACHED: Larry Fitzgerald

TOUGHEST PLAYER YOU’VE EVER COACHED: Keyshawn Johnson

MOST INSPIRATIONAL PLAYER YOU’VE EVER COACHED: Kurt Warner

FUNNIEST PLAYER YOU’VE EVER COACHED: Antonio Bryant, because he has great stories to tell about his old coaching days

TOUGHEST COACH YOU’VE EVER FACED: Philadelphia Eagles defensive coordinator Jim Johnson, because he knows his stuff and his defense is always ready

GREATEST TEAM YOU’VE EVER COMPETED AGAINST: Pittsburgh Steelers in Super Bowl XLIII

TOUGHEST GAME YOU’VE EVER COMPETED IN, AS A COACH OR PLAYER: Dallas at Seattle, 2006 NFC playoffs

LOUDEST CROWD OF YOUR FOOTBALL CAREER: Atlanta at Arizona, 2008 NFC playoffs

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU’VE EVER MET: Peter King

MOST OVERRATED ASPECT OF FOOTBALL: Pregame meal

MOST UNDERRATED ASPECT OF FOOTBALL: Winning on the road

WHO HAS THE HARDEST JOB IN FOOTBALL: Quality control coaches

MOST MEMORABLE FOOTBALL MOMENT: Coaching in the 2008 NFC Championship Game – Philadelphia at Arizona – and winning the game that sent the Cardinals to the Super Bowl for the first time in their history

ONE THING YOU’D CHANGE ABOUT NFL FOOTBALL: Nothing!

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Playoff format

IF YOU WEREN’T COACHING, WHAT WOULD YOU BE DOING: Playing Mr. Mom to my five kids!

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2009: Movement towards the spread offense



JOSH MC DANIELS – DENVER BRONCOS

HOBBIES: Golf, NASCAR, time at the beach

LAST BOOK READ: The Leadership Secrets of Colin Powell

FAVORITE MOVIE: “Brian’s Song”

FAVORITE FOOD: Scrod

FAVORITE VACATION SPOT: Siesta Key, FL

FAVORITE COLLEGE TOWN: East Lansing, MI (Michigan State)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Detroit Lions

FAVORITE ATHLETE AS A CHILD: Joe Montana

FAVORITE STADIUM OTHER THAN YOUR OWN, AND WHY: The Meadowlands in New York, because the Patriots clinched the undefeated record there

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Tiger Woods’ Sunday red shirt

FAVORITE OTHER SPORT: NASCAR

PERSON YOU’D MOST LIKE TO MEET: Tiger Woods

PERSON WHO INFLUENCED YOU THE MOST: My parents

BEST ADVICE EVER RECEIVED: “Do your job.” From Bill Belichick

PLAYER (FORMER OR CURRENT) WHO’D MAKE A GREAT HEAD COACH : Troy Brown

GREATEST OVERACHIEVER YOU’VE EVER COACHED: Tom Brady

BEST PURE ATHLETE YOU’VE EVER COACHED: Randy Moss

TOUGHEST PLAYER YOU’VE EVER COACHED: Tom Brady

MOST INSPIRATIONAL PLAYER YOU’VE EVER COACHED: Matt Cassel

FUNNIEST PLAYER YOU’VE EVER COACHED: Matt Light

TOUGHEST COACH YOU’VE EVER FACED, AND WHY: Rex Ryan, because he has great schemes

GREATEST TEAM YOU’VE EVER COMPETED AGAINST: St. Ignatius High School in Cleveland, 1994

TOUGHEST GAME YOU’VE EVER COMPETED IN, AS A COACH OR PLAYER: Super Bowl XLII against the Giants

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Indianapolis

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU’VE EVER MET: Peter King

MOST OVERRATED ASPECT OF FOOTBALL: Statistics

MOST UNDERRATED ASPECT OF FOOTBALL: Situational execution

WHO HAS THE HARDEST JOB IN FOOTBALL: Quarterbacks

MOST MEMORABLE FOOTBALL MOMENT: Super Bowl XXXVI win and the 100th Massillon-McKinley game in 1994

ONE THING YOU’D CHANGE ABOUT NFL FOOTBALL: Nothing

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Playoff system

IF YOU WEREN’T COACHING, WHAT WOULD YOU BE DOING: Teaching



JIM MORA – SEATTLE SEAHAWKS

HOBBIES: Skiing, hiking, kid carpool

LAST BOOK READ: No Shortcuts To the Top by Ed Viestures

FAVORITE MOVIE: “Gladiator”

FAVORITE FOOD: Mom’s spaghetti

FAVORITE VACATION SPOT: Circle P Ranch in Maudlow, MT

BEST FOOTBALL NICKNAME: “Leathernecks” (Western Illinois University)

FAVORITE COLLEGE TOWN: Athens, GA (Georgia)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Seattle Seahawks

FAVORITE ATHLETE AS A CHILD: Steve Largent

FAVORITE STADIUM OTHER THAN YOUR OWN: Candlestick Park, because it has great tradition and history

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: USC Trojans football

FAVORITE OTHER SPORT: Any sport my kids are participating in

PERSON YOU’D MOST LIKE TO MEET: Muhammad Ali

PERSON WHO INFLUENCED YOU THE MOST: My parents, my wife and my children

BEST ADVICE EVER RECEIVED: “Keep sawing wood.” From Jim Finks

PLAYER (FORMER OR CURRENT) WHO’D MAKE A GREAT HEAD COACH: Ronnie Lott

GREATEST OVERACHIEVER YOU’VE EVER COACHED: Sam Mills, Gill Byrd

BEST PURE ATHLETE YOU’VE EVER COACHED: Rod Woodson, DeAngelo Hall

TOUGHEST PLAYER YOU’VE EVER COACHED: Ricky Jackson, Lawyer Milloy

MOST INSPIRATIONAL PLAYER YOU’VE EVER COACHED: Bryant Young, Warrick Dunn

FUNNIEST PLAYER YOU’VE EVER COACHED: Garrison Hearst, because he is as quick-witted as anyone I have ever met

TOUGHEST COACH YOU’VE EVER FACED: Mike Holmgren, because he was a great play caller who kept you off balance with substitutions, tempo, lack of tendencies

GREATEST TEAM YOU’VE EVER COMPETED AGAINST: Any Brett Favre-led Green Bay Packers team

TOUGHEST GAME YOU’VE EVER COMPETED IN, AS A COACH OR PLAYER: 2004 NFC Championship Game at Philadelphia

LOUDEST CROWD OF YOUR FOOTBALL CAREER, HOME OR AWAY: Any game at Qwest Field because of the “12th man”

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU’VE EVER MET: Ira Miller

MOST OVERRATED ASPECT OF FOOTBALL: The 40-yard dash

MOST UNDERRATED ASPECT OF FOOTBALL: Team chemistry

WHO HAS THE HARDEST JOB IN FOOTBALL: Equipment staff

MOST MEMORABLE FOOTBALL MOMENT: 1997 MNF game, San Francisco vs. Denver. Jerry Rice returned from a knee injury on the night they retired Joe Montana’s #16 jersey. It was Denver’s last loss on its way to a Super Bowl win

ONE THING YOU’D CHANGE ABOUT NFL FOOTBALL: Make it mandatory for teams to be on the field for the national anthem

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: The national anthem being played prior to kickoff

IF YOU WEREN’T COACHING, WHAT WOULD YOU BE DOING: Living in Telluride, CO working as a ski-lift operator during the winter and a fly-fishing guide during the summer

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2009: We’ll see!



RAHEEM MORRIS – TAMPA BAY BUCCANEERS

HOBBIES: Golf

LAST BOOK READ: Uncommon by Tony Dungy

FAVORITE MOVIE: “Star Wars”

FAVORITE FOOD: Anything off the grill

FAVORITE VACATION SPOT: Dominican Republic

BEST FOOTBALL NICKNAME: “47 Red” (John Lynch)

FAVORITE COLLEGE TOWN: Gainesville, FL (Florida)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Dallas Cowboys

FAVORITE ATHLETE AS A CHILD: Tony Dorsett, Drew Pearson

FAVORITE STADIUM OTHER THAN YOUR OWN: Giants Stadium, because of the childhood memories

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Los Angeles Lakers

FAVORITE OTHER SPORT: Basketball

PERSON YOU'D MOST LIKE TO MEET: Dr. Martin Luther King

PERSON WHO INFLUENCED YOU THE MOST: My parents

BEST ADVICE EVER RECEIVED: “Don't make your last achievement your greatest.” From Don Somma, high school coach

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Derrick Brooks

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Shelton Quarles

BEST PURE ATHLETE YOU'VE EVER COACHED: Aqib Talib

TOUGHEST PLAYER YOU'VE EVER COACHED: Ronde Barber

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Mike Alstott

FUNNIEST PLAYER YOU'VE EVER COACHED: Warren Sapp, because he is constant comedy. He will say anything

TOUGHEST COACH YOU'VE EVER FACED: John Fox, because you know that you're dealing with a tough team

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: New England Patriots

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Against Carolina in 2003

LOUDEST CROWD OF YOUR FOOTBALL CAREER: Seattle Seahawks in Seattle

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU'VE EVER MET: Michael Smith

MOST OVERRATED ASPECT OF FOOTBALL: Team travel

MOST UNDERRATED ASPECT OF FOOTBALL: Flyovers by the jets

WHO HAS THE HARDEST JOB IN FOOTBALL: Trainer

MOST EMBARRASSING FOOTBALL MOMENT: Falling on the sideline after a chest-bump with a player

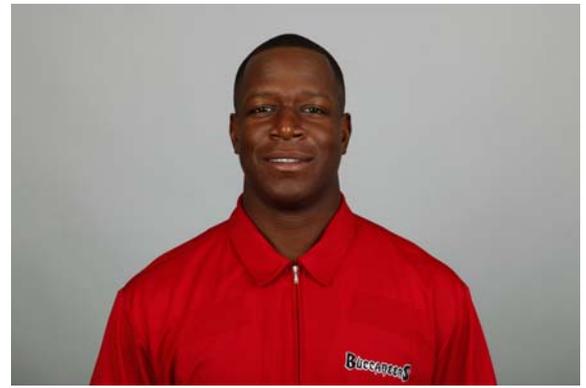
MOST MEMORABLE FOOTBALL MOMENT: Winning the Super Bowl

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: Pro Bowl voting

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: The competitive nature every week

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Teaching

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2009: Wildcat offenses with QBs that can throw.



REX RYAN – NEW YORK JETS

HOBBIES: Being with my family, baseball

LAST BOOK READ: Go Soldiers

FAVORITE MOVIE: “Rocky”

FAVORITE FOOD: Mexican

FAVORITE VACATION SPOT: Hawaii

BEST FOOTBALL NICKNAME: Dick “Night Train” Lane

FAVORITE COLLEGE TOWN: Stillwater, OK (Oklahoma St.)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: New York Jets

FAVORITE ATHLETE AS A CHILD: Joe Namath, Johnny Bench and Hank Aaron

FAVORITE STADIUM OTHER THAN YOUR OWN: M&T Bank Stadium (Baltimore Ravens). I spent 10 years there and I like the way they placed pictures of the players and then the eyes of the logo that would be “coming out” at people. The fans were good, they were right on top of us and it was pretty neat

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Oakland Raiders

FAVORITE OTHER SPORT: Baseball. Hockey as well

PERSON YOU’D MOST LIKE TO MEET: Babe Ruth

PERSON WHO INFLUENCED YOU THE MOST: My dad, Buddy Ryan

BEST ADVICE EVER RECEIVED: “Be yourself”

PLAYER (FORMER OR CURRENT) WHO’D MAKE A GREAT HEAD COACH: Ed Reed

GREATEST OVERACHIEVER YOU’VE EVER COACHED: Kelly Gregg

BEST PURE ATHLETE YOU’VE EVER COACHED: Deion Sanders

TOUGHEST PLAYER YOU’VE EVER COACHED: Jarrett Johnson

MOST INSPIRATIONAL PLAYER YOU’VE EVER COACHED: Ray Lewis

FUNNIEST PLAYER YOU’VE EVER COACHED: Adalius Thomas, because he can take it and he can dish it out. He’s funny AND smart

TOUGHEST COACH YOU’VE EVER FACED: Mike Tomlin. I have a lot of respect for him. His players play hard. He stays true to himself. He’s a passionate guy

GREATEST TEAM YOU’VE EVER COMPETED AGAINST: New England Patriots when they finished undefeated (2007)

TOUGHEST GAME YOU’VE EVER COMPETED IN, AS A COACH OR PLAYER: December 3, 2007 versus the Patriots during their undefeated regular season

LOUDEST CROWD OF YOUR FOOTBALL CAREER: When I was in Baltimore, we played the Colts in a playoff game (1/13/07). It was so loud that our guys couldn’t signal to each other. There’s no way they could hear each other

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU’VE EVER MET: Paul Zimmerman

MOST OVERRATED ASPECT OF FOOTBALL: The head coach

MOST UNDERRATED ASPECT OF FOOTBALL: Team chemistry

WHO HAS THE HARDEST JOB IN FOOTBALL: Quarterback

MOST EMBARRASSING FOOTBALL MOMENT: That’s obvious - the timeout I called against New England (laughs). New England at Baltimore (12/3/07)

ONE THING YOU’D CHANGE ABOUT NFL FOOTBALL: I’m not sure I would change anything about it

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: The aggressiveness

IF YOU WEREN’T COACHING, WHAT WOULD YOU BE DOING: I would be miserable, no question about it.

ANY TRENDS YOU SEE DEVELOPING IN THE NFL IN 2009: I think you are going to see more of the Wildcat, and then on defense, teams giving me an illusion of blitzes and coverages like we’ve been playing the past five years



JIM SCHWARTZ – DETROIT LIONS

HOBBIES: Golf, reading, fishing, music

LAST BOOK READ: Outliers by Malcolm Gladwell

FAVORITE MOVIE: “The Godfather Part II”

FAVORITE FOOD: Maryland steamed crabs

FAVORITE VACATION SPOT: Coronado, CA

BEST FOOTBALL NICKNAME: “Old Mule” (Bennie Thompson)

FAVORITE COLLEGE TOWN: Chapel Hill, NC (North Carolina)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Baltimore Colts

FAVORITE ATHLETE AS A CHILD: Brooks Robinson

FAVORITE STADIUM OTHER THAN YOUR OWN: M&T Bank Stadium (Baltimore Ravens). It is five miles from where I grew up and I always get to see my family at games there

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: Penn State

FAVORITE OTHER SPORT: Baseball

PERSON YOU'D MOST LIKE TO MEET: Tiger Woods

PERSON WHO INFLUENCED YOU THE MOST: My mother and father

BEST ADVICE EVER RECEIVED: “Do what you love; love what you do”

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Mike Munchak

GREATEST OVERACHIEVER YOU'VE EVER COACHED: No one likes to be called an overachiever

BEST PURE ATHLETE YOU'VE EVER COACHED: Keith Bulluck

TOUGHEST PLAYER YOU'VE EVER COACHED: Kyle Vanden Bosch

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Kyle Vanden Bosch

FUNNIEST PLAYER YOU'VE EVER COACHED: Tony Siragusa

TOUGHEST COACH YOU'VE EVER FACED: Bill Belichick, because he will take advantage of your weaknesses

TOUGHEST GAME YOU'VE EVER COMPETED IN, AS A COACH OR PLAYER: Titans' 2003 playoff win against Baltimore

LOUDEST CROWD OF YOUR FOOTBALL CAREER: Tennessee vs. Buffalo, 1999 playoffs (Music City Miracle)

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU'VE EVER MET: Rick Gosselin

MOST OVERRATED ASPECT OF FOOTBALL: “The chess match”

MOST UNDERRATED ASPECT OF FOOTBALL: Special teams

WHO HAS THE HARDEST JOB IN FOOTBALL: Cornerback

MOST MEMORABLE FOOTBALL MOMENT: Hasn't happened yet

ONE THING YOU'D CHANGE ABOUT NFL FOOTBALL: All rules that favor the offense

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Thanksgiving football in Detroit

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Writer or rock & roll lead singer



MIKE SINGLETARY – SAN FRANCISCO 49ERS

HOBBIES: I love to sing, read, dance and laugh. I also love movies. I'd go every day if my wife would let me

LAST BOOK READ: Prayers That Availeth Much by T.M. Anderson

FAVORITE MOVIE: "Braveheart" and "Forrest Gump"

FAVORITE FOOD: Thanksgiving dinner

FAVORITE VACATION SPOT: Portofino, Italy

BEST FOOTBALL NICKNAME: "Sweetness" (Walter Payton)

FAVORITE COLLEGE TOWN: Houston. I love playing in my hometown

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: Dallas Cowboys

FAVORITE ATHLETE AS A CHILD: Roger Staubach

FAVORITE STADIUM OTHER THAN YOUR OWN: Lambeau Field, especially when it is freezing

FAVORITE SPORTS UNIFORM OTHER THAN YOUR OWN: The New York Giants because of the plain, straightforward colors.

They are the colors of our flag and our country

FAVORITE OTHER SPORT: Volleyball and track & field

PERSON YOU'D MOST LIKE TO MEET: My great grandfather on my father's side

PERSON WHO INFLUENCED YOU THE MOST: My mother, Udell

BEST ADVICE EVER RECEIVED: "Pray about the matter at hand. Pray like it's totally dependent on God. Work at it like it's totally dependent on you"

PLAYER (FORMER OR CURRENT) WHO'D MAKE A GREAT HEAD COACH: Leslie Frazier

GREATEST OVERACHIEVER YOU'VE EVER COACHED: Derek Smith

TOUGHEST PLAYER YOU'VE EVER COACHED: Jeff Ulbrich

MOST INSPIRATIONAL PLAYER YOU'VE EVER COACHED: Ray Lewis

FUNNIEST PLAYER YOU'VE EVER COACHED: T.J. Slaughter. He was always mumbling and you could never understand what he was really saying.

TOUGHEST COACH YOU'VE EVER FACED: Mike Holmgren, because he was a perfectionist who knew exactly what he wanted and what it was supposed to look like. He's a great teacher whose players knew what was expected of them

GREATEST TEAM YOU'VE EVER COMPETED AGAINST: San Francisco 49ers

LOUDEST CROWD OF YOUR FOOTBALL CAREER: Seattle in 1982 in the Kingdome

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU'VE EVER MET: Dan Pompei

MOST OVERRATED ASPECT OF FOOTBALL: Offensive geniuses. There are none, only great teachers

MOST UNDERRATED ASPECT OF FOOTBALL: The teaching of fundamentals

WHO HAS THE HARDEST JOB IN FOOTBALL: Head coach

MOST EMBARRASSING FOOTBALL MOMENT: Being run over by James Wilder of Tampa Bay in 1989. We had lost the first game and were on our way to losing the second game. I had just bragged earlier in the week to Richard Dent about never getting knocked on my back. Wilder put his head down right into my chest and put me on my back. There was nothing I could do or say at that point

MOST MEMORABLE FOOTBALL MOMENT: The 1985 NFC Championship Game when Wilber Marshall picked up an Eric Dickerson fumble and ran it back for a touchdown with the Fridge running next to him. At that moment it began to snow and we were on our way to the Super Bowl. It was an amazing experience

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: Football will always be about blocking, tackling and sound fundamentals. The team that blocks and tackles better will win most of the time

IF YOU WEREN'T COACHING, WHAT WOULD YOU BE DOING: Teaching, training and helping people be leaders



STEVE SPAGNUOLO – ST. LOUIS RAMS

HOBBIES: Golf, the beach, reading, family

LAST BOOK READ: Man on a Mission by Tony La Russa

FAVORITE MOVIE: “A Few Good Men”

FAVORITE FOOD: (My wife) Maria’s lasagna

FAVORITE VACATION SPOT: Bermuda

BEST FOOTBALL NICKNAME: “Mad Dog” (Sam Madison)

WHICH NFL TEAM DID YOU FOLLOW AS A CHILD: New England Patriots

FAVORITE ATHLETE AS A CHILD: Bobby Orr

FAVORITE STADIUM OTHER THAN YOUR OWN: Texas Stadium, because it had a great football atmosphere

FAVORITE OTHER SPORT: Hockey

PERSON WHO INFLUENCED YOU THE MOST: High school coach Dick Egsegian

BEST ADVICE EVER RECEIVED: “Stick to what you believe in”

BEST PURE ATHLETE YOU’VE EVER COACHED: Brian Dawkins

TOUGHEST PLAYER YOU’VE EVER COACHED: Jeremiah Trotter

MOST INSPIRATIONAL PLAYER YOU’VE EVER COACHED: Michael Strahan

FUNNIEST PLAYER YOU’VE EVER COACHED: Sam Madison, because he’s a great trash-talker

GREATEST TEAM YOU’VE EVER COMPETED AGAINST: 2007 undefeated Patriots

TOUGHEST GAME YOU’VE EVER COMPETED IN, AS A COACH OR PLAYER: 2007 NFC Championship Game at Green Bay

LOUDEST CROWD OF YOUR FOOTBALL CAREER: 2001 NFC Championship Game at St. Louis

MOST KNOWLEDGEABLE FOOTBALL WRITER YOU’VE EVER MET: Pat Kirwan

MOST OVERRATED ASPECT OF FOOTBALL: Statistics

MOST UNDERRATED ASPECT OF FOOTBALL: Position coaches

WHO HAS THE HARDEST JOB IN FOOTBALL: Coaches’ wives

MOST EMBARRASSING FOOTBALL MOMENT: My first year as defensive quality control coach (in Philadelphia), I forgot to bring the scout cards to practice

MOST MEMORABLE FOOTBALL MOMENT: Super Bowl XLII victory with the Giants against the 18-0 Patriots

ONE THING THAT SHOULD NEVER CHANGE ABOUT NFL FOOTBALL: The discipline of the game

IF YOU WEREN’T COACHING, WHAT WOULD YOU BE DOING: A lawyer



20TH ANNIVERSARY OF ART SHELL BEING NAMED HEAD COACH OF THE RAIDERS



This year marks the 20th anniversary of **ART SHELL** (left) being named the NFL's first African-American head coach since **FRITZ POLLARD** coached the Akron Pros in 1921.

During **PETE ROZELLE**'s final weeks as NFL commissioner, Shell was promoted from offensive line coach to head coach on October 3, 1989 by the Los Angeles Raiders four games into the season after a 1-3 start. Shell went on to lead the Raiders to a 7-5 record over the final 12 games of the year, including a perfect 6-0 mark at home.

"It was a great honor because we did not have any black head coaches in the league," says Shell. "There were only 28 head coaching jobs at the time and I was chosen to be one of them so I was very excited about that. It was something that I always wanted to do. I always wanted to coach. To have an opportunity to coach at the highest level was a great honor."

When introducing Shell as the team's new head coach, Raiders owner **AL DAVIS** remarked that he "represents pride and poise and has always had quality, self-esteem and dignity."

In his first full season as head coach in 1990, Shell led the Raiders to a 12-4 record and captured the AFC West title.

He compiled a 56-41 record as the team's head coach through the 1994 season, earning three playoff berths, including a trip to the 1990 AFC Championship Game.

He enjoyed a stellar 15-year playing career (1968-82) as a Pro Bowl offensive tackle for the Raiders, winning two Super Bowls, and was inducted into the Pro Football Hall of Fame two months prior to being named the Raiders head coach.

Shell, who now serves as an NFL appeals officer for player discipline, says the increase of minority coaches around the league and the success stories among minorities in the head coaching ranks has been gratifying.

"The league is now at the point where people are looking beyond the color and are looking at the coach," says Shell. "Can this guy coach? That's the main thing. I think the Rooney rule has really helped a lot. The greatest feeling I had was when (Indianapolis head coach) **TONY DUNGY** and (Chicago head coach) **LOVIE SMITH** were in the Super Bowl (XLI) together (right). That was a great moment for me. Seeing them on the sideline says that the league has come a long way. It shows what people can do if given an opportunity."



Here's a year-by-year look at the number of NFL minority coaches since 2000 – including the average for the decade – (total includes head coaches, coordinators and assistant coaches), compared to the number in 1980:

| YEAR | TOTAL MINORITY COACHES | TOTAL COACHES UNDER CONTRACT | PERCENTAGE OF MINORITY COACHES |
|-------------------------------------|------------------------|------------------------------|--------------------------------|
| <i>Average For Decade (2000-09)</i> | <i>170</i> | <i>566</i> | <i>30.04%</i> |
| 2009 | 178 | 582 | 30.58% |
| 2008 | 186 | 620 | 30.00% |
| 2007 | 188 | 580 | 32.41% |
| 2006 | 186 | 569 | 32.69% |
| 2005 | 184 | 585 | 31.45% |
| 2004 | 173 | 563 | 30.73% |
| 2003 | 167 | 556 | 30.04% |
| 2002 | 154 | 561 | 27.54% |
| 2001 | 147 | 542 | 27.12% |
| 2000 | 141 | 502 | 28.09% |
| 1980 | 14 | 262 | 5.34% |

BILL WALSH MINORITY COACHING FELLOWSHIP

Bucs' Morris Latest Minority Coaching Fellowship Grad To Join Head-Coaching Ranks



Established in 1987, the **BILL WALSH NFL MINORITY COACHING FELLOWSHIP** (formerly known as the Minority Coaching Fellowship Program) provides NFL training camp positions to minority coaches every year. The program, which was re-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.

“Bill knew it was important to create these opportunities, so we’d go into our meetings and there would be a young minority coach sitting with us,” recalls former 49ers wide receiver **DWIGHT CLARK**.

Tampa Bay Buccaneers head coach **RAHEEM MORRIS** (left) is the most recent graduate of the program to become an NFL head coach. Morris, the youngest head coach in the NFL at 32 years old when hired, interned with the New York Jets in 2001 while he was the defensive backs coach at Hofstra University.

“It was a great opportunity to get in, to get involved with people who were in the NFL world, to establish myself and establish some of the relationships with the people that I met with the Jets,” says Morris. “If you’re willing to learn, become a sponge, it’s awesome. It helped my career tremendously.”

The program has tutored more than 1,400 minority coaches through the years and has grown to the point that now every NFL team participates during training camp.



Morris joins current NFL head coaches **MARVIN LEWIS** (Cincinnati Bengals; left), **LOVIE SMITH** (Chicago Bears; above, right) and **MIKE TOMLIN** (Pittsburgh Steelers) as graduates of the program.

Tomlin, who last year became the youngest head coach (36) to win a Super Bowl, interned with the Cleveland Browns in the summer of 2000 when he was the defensive backs coach at the University of Cincinnati. Entering his third season as head coach of the Steelers, Tomlin is a huge endorser of the program.

“That was a great avenue to expose the NFL to me,” says Tomlin. “Really, prior to that, I had no intentions whatsoever of coaching in the NFL. I left that internship committed to coaching in the league because it was such a positive experience.”

Active NFL head coaches who are graduates of the Bill Walsh NFL Minority Coaching Fellowship:

| HEAD COACH | PRESENT TEAM | INTERNSHIP(S)/COLLEGE |
|---------------|--------------|------------------------------------|
| Marvin Lewis | Cincinnati | 1988 with San Francisco/New Mexico |
| | | 1991 with Kansas City/Pittsburgh |
| Raheem Morris | Tampa Bay | 2001 with NY Jets/Hofstra |
| Lovie Smith | Chicago | 1988 with Arizona/Wisconsin |
| Mike Tomlin | Pittsburgh | 2000 with Cleveland/Cincinnati |

2009 NFL MINORITY HEAD COACHES, ASSISTANT HEAD COACHES & COORDINATORS

| | |
|---|---|
| Keith Armstrong, Atlanta, Special Teams | Stump Mitchell, Washington, Ass't. Head Coach |
| Greg Blache, Washington, Defense | Raheem Morris, Tampa Bay, Head Coach |
| Todd Bowles, Miami, Ass't. Head Coach | Winston Moss, Green Bay, Ass't. Head Coach |
| Frank Bush, Houston, Defense | Jimmy Raye, San Francisco, Offense |
| Jim Caldwell, Indianapolis, Head Coach | Ron Rivera, San Diego, Defense |
| Maurice Carthon, Kansas City, Ass't. Head Coach | Clarence Shelmon, San Diego, Offense |
| Perry Fewell, Buffalo, Defense | Mike Singletary, San Francisco, Head Coach |
| Leslie Frazier, Minnesota, Defense | Jim Skipper, Carolina, Ass't. Head Coach |
| Stan Kwan, Detroit, Special Teams | Lovie Smith, Chicago, Head Coach |
| Marvin Lewis, Cincinnati, Head Coach | Sherman Smith, Washington, Offense |
| Ron Meeks, Carolina, Defense | Emmitt Thomas, Atlanta, Ass't. Head Coach |
| Richard Mann, Tampa Bay, Ass't. Head Coach | Mike Tomlin, Pittsburgh, Head Coach |
| John Mitchell, Pittsburgh, Ass't. Head Coach | Mel Tucker, Jacksonville, Defense |



FROM INTERIM TO FULL-TIME



In the Bay Area, head coaches **TOM CABLE** (left) of Oakland and **MIKE SINGLETARY** (below, right) of San Francisco made their marks last year as interim head coaches and used their success to land full-time jobs.

Cable served as the Raiders' offensive line coach before being named Oakland's interim head coach for the final 12 games. The Merced, California native helped a young Raiders team win three of their final six games, including the final two contests of the season. A Silver and Black fan since his childhood days, Cable was formally introduced as Oakland's head coach on February 4, 2009.

"This was my team growing up, there isn't anything else I'd rather be doing and I am honored to have this opportunity," says Cable, who is the franchise's 17th head coach. "The Oakland Raiders are back! We're going to win football games and we're going to be a playoff team."

Singletary took over as the 49ers' interim head coach on October 21, 2008 and led the team to a 5-4 record for the remainder of the season. He became only the fifth coach since 1970 to post a winning record (minimum nine games) after taking over a team during the season.

The 49ers rewarded the Pro Football Hall of Fame linebacker by naming him their 16th head coach in team history following San Francisco's final regular season game.

"He did an excellent job of keeping the players together right from the get-go," says 49ers general manager **SCOT MC CLOUGHAN**. "He showed that there was a change, but he was able to adjust to the change, step right in and not really skip a beat."



Tennessee Titans head coach **JEFF FISHER**, who is the league's longest tenured head coach, started his head coaching career on an interim basis with the Houston Oilers in 1994.

Fisher gives advice on how to ease the transition going from an interim to full-time head coach:

- "First and foremost, you need to forge a relationship with ownership and the front office."
- "You need to put together the best staff that you can, knowing that you will have to make staff changes over the first couple of years and you can't be opposed to making those changes."
- "You have to establish an organizational philosophy as quickly as you can."
- "You have to spell out your expectations to the players and hold them accountable to that expectation."

SUCCESSORS NAMED



Upon their retirement after last season, former head coaches **TONY DUNGY** of the Indianapolis Colts and **MIKE HOLMGREN** of the Seattle Seahawks passed the torch to **JIM CALDWELL** (left) and **JIM MORA** (below, right), respectively. The moves weren't a surprise, as the clubs had determined their next head coaches prior to last season in order to ensure continuity. Caldwell, formerly the associate head coach and quarterbacks coach, has spent seven years with the Colts, while Mora, formerly the assistant head coach and defensive backs coach, enters his third season with the Seahawks.

The moves allowed the clubs to spend the offseason focused on creating a winning gameplan without having to endure a long coaching search and installing brand new systems for the players to learn.

"This was not something out of convenience," says Colts owner **JIM IRSAY**, who gave Caldwell a four-year contract. "This was about getting the best guy. I'm really confident Jim is that man. He brings to the franchise the qualities that are most critical. Leadership is paramount. We're looking to get a second championship. We want another parade. We want another Lombardi Trophy."

In Seattle, the club believes that its former assistant head coach will have no trouble transitioning into the top job. Before coming over to Seattle, Mora spent three seasons (2004-06) in Atlanta as the Falcons head coach, compiling a 26-22 (.542) record.



"This move made a lot of sense for the organization," says Holmgren. "Jim is a talented coach who already had a measure of success in this league and has all the tools needed to succeed."

YOUNG HEAD COACHES



The recent success of young NFL head coaches has spawned a new generation of leaders. The average age of the 11 new coaches this season, including two who stayed on after finishing last season as interim coaches, is 43.2 years old.

The cream of the young NFL coaching crop is Pittsburgh Steelers head coach **MIKE TOMLIN** (left), who has led the Steelers to division titles in each of his first two seasons since being hired at age 34. Tomlin, who became the youngest head coach to win the Super Bowl this past February, previously served as the defensive coordinator for the Minnesota Vikings in 2006.

“I think teams are using Tomlin as the template for the new NFL head coach,” says Pro Football Hall of Fame head coach **JOHN MADDEN**, who was hired by the Oakland Raiders at 32 years old in 1969.

The Tampa Bay Buccaneers hope to emulate the success of that “template” in the hire of their former defensive backs coach **RAHEEM MORRIS** (right). He replaces **JON GRUDEN**, who was hired as a 34-year old by the Oakland Raiders in 1998. Morris (who was 32 years old when hired) is the fourth-youngest NFL head coach since World War II, served as an assistant defensive backs coach in Tampa Bay when Tomlin was in charge of the Buccaneers’ secondary.



“I’ve been ready for this all my life,” says Morris. “I’ve got a great mentor.”

Denver Broncos head coach **JOSH MC DANIELS** (below, left) seemingly has been ready for this job all of his life as well. McDaniels was in first grade when his father became a head coach and he often went to work with his dad early on. In doing so, he became fascinated by X’s and O’s, which came in handy during his three-year stint as New England Patriots offensive coordinator.

“He is the product of a pure football environment,” says Patriots head coach **BILL BELICHICK**. “That’s evident in his approach to the game.”



McDaniels joins Cleveland Browns head coach **ERIC MANGINI** as former Belichick assistants who became NFL head coaches in their early-30s. Mangini was hired at 34, then the youngest head coach in the league, by the New York Jets in 2006. He led the Jets to the playoffs in his first season at the helm.

“He’s in good company,” says Pro Football Hall of Fame vice president and NFL historian **JOE HERRIGAN**, who is referring to McDaniels but really speaking about any of these young head coaches. “Look at the list of coaches who were under 35 when they were hired. To name a few, Mike Shanahan was 35. Bill Cowher and Mike Tomlin were 34. Jon Gruden was 34.”

Mangini, McDaniels and Morris, who are an average of 20-years younger than the coaches they are replacing, hope to join the list of aforementioned coaches in another category – Super Bowl winners.

The current NFL head coaches under 40 years old:

| COACH | TEAM | AGE* | 2008 EXPERIENCE |
|----------------|------------|------|--|
| Raheem Morris | Tampa Bay | 33 | Served as defensive backs coach for Tampa Bay Buccaneers |
| Josh McDaniels | Denver | 33 | Served as offensive coordinator for New England Patriots |
| Mike Tomlin | Pittsburgh | 37 | Won Super Bowl XLIII with Pittsburgh Steelers |
| Eric Mangini | Cleveland | 38 | Led New York Jets to 9-7 record |

*As of Kickoff Weekend

ROOKIE HEAD COACHES AT THE READY



Of the 11 head coaching vacancies filled by NFL teams this offseason, nine spots have been given to rookie head coaches: **TOM CABLE** (Oakland), **JIM CALDWELL** (Indianapolis), **TODD HALEY** (Kansas City; right), **JOSH MC DANIELS** (Denver), **RAHEEM MORRIS** (Tampa Bay), **REX RYAN** (N.Y. Jets; left), **JIM SCHWARTZ** (Detroit; next page, right), **MIKE SINGLETARY** (San Francisco) and **STEVE SPAGNUOLO** (St. Louis; next page, left).



Several teams in recent seasons have opted to hire a first-time head coach rather than a veteran, with impressive – and often times immediate – results.

Last year, the rookie head coach trio of **JOHN HARBAUGH** (Baltimore), **MIKE SMITH** (Atlanta) and **TONY SPARANO** (Miami) all led their teams to the playoffs. It marked only the second time in NFL history that three rookie head coaches took their teams to the postseason (1992: **BILL COWHER**, Pittsburgh; **DENNIS GREEN**, Minnesota; **BOBBY ROSS**, San Diego).

Super Bowl XLIII also featured a pair of second-year head coaches in Pittsburgh's **MIKE TOMLIN** and Arizona's **KEN WHISENHUNT**.



"I got comfortable with the idea that I didn't need to go out and hire an older coach with lots of experience," says Broncos owner **PAT BOWLEN**, who hired McDaniels at 32 years old this past winter. "I was more comfortable with a younger coach with his own ideas. If you backed up five or six years ago, none of us would have taken that leap of faith."

This year's crop of first-time head coaches will look to continue the trend, but they know they won't get any special treatment as rookies.

"I don't believe at age 62, 32, 42, it's going to be any different when you take this job," says Morris. "Nobody is telling you what to do. Nothing on your desk tells you what to do."



"Some of the success young coaches have had in the last five years has created opportunities for guys like me," says Tomlin. "And if we don't win, then we'll get the same treatment older coaches get."

Here's a look at the NFL's class of 2009 rookie head coaches:

| HEAD COACH | TEAM |
|-----------------|----------------|
| Tom Cable | Oakland* |
| Jim Caldwell | Indianapolis |
| Todd Haley | Kansas City |
| Josh McDaniels | Denver |
| Raheem Morris | Tampa Bay |
| Rex Ryan | N.Y. Jets |
| Jim Schwartz | Detroit |
| Mike Singletary | San Francisco* |
| Steve Spagnuolo | St. Louis |

*Served as interim head coach at end of 2008

WHAT TO LOOK FOR IN 2009

BILL BELICHICK, New England, needs nine victories to pass Marv Levy (154), Mike Shanahan (154) and Bill Cowher (161) for 14th place all-time in career victories. In 14 seasons, Belichick has 153 career victories.

ANDY REID, Philadelphia, needs three regular-season victories to reach 100 regular-season victories. In 10 seasons, Reid has 97 regular-season victories.

"THERE IS ONLY ONE WAY TO SUCCEED IN ANYTHING, AND THAT IS TO GIVE IT EVERYTHING"

The legendary **VINCE LOMBARDI** is responsible for this quote, and the Philadelphia Eagles view this message right outside the team meeting room at the NovaCare Complex.

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 locker rooms and weight rooms:

| TEAM | MOTIVATIONAL MESSAGE |
|-------------------|---|
| Arizona Cardinals | "Get Your Mind Right" – Cardinals strength and conditioning coach John Lott |
| Baltimore Ravens | "Family, Team and Self" |
| | "W.I.N.- What's Important Now" |
| Buffalo Bills | "Push The Envelope" |

| | |
|---------------------|--|
| | |
| Cincinnati Bengals | “Why do we dread adversity when we know that facing it is the only way to become stronger, smarter, better?” – John Wooden “As Iron Sharpens Iron, So One Man Sharpens Another” – Proverbs 27:17 |
| | |
| Cleveland Browns | “Don’t sacrifice what you want most for what you want now.” “Each day you must choose: The pain of discipline or the pain of regret.” “Every battle is won before it is ever fought.” “Don’t envy anybody. Every person has something no other person has. Develop that one thing and make it outstanding.” |
| | |
| Green Bay Packers | “Through These Doors Pass The Proudest Football Players in the NFL, THE GREEN BAY PACKERS.” – On the door to the weight room “Proud generations of Green Bay Packers players, World Champions a record 12 times, have run over this very concrete to Greatness.” – At the edge of the tunnel adjacent to a slab of concrete that has been crossed by players for more than 50 years |
| | |
| Indianapolis Colts | “Take care of the little things, and the big things will take care of themselves.” |
| | |
| Miami Dolphins | “The strength of the team is in each individual member...The strength of each individual member is the team.” |
| | |
| Minnesota Vikings | “Speak softly and carry a big stick.” – Theodore Roosevelt |
| | |
| Philadelphia Eagles | “There is only one way to succeed in anything, and that is to give it everything.” – Vince Lombardi “The will to win is nothing without the will to prepare.” |
| | |
| San Diego Chargers | “To get something you never had, you must do something you have never done.” “Don’t be afraid to work hard enough to find out how good you can really be.” |

