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NFL To Play More Regular Season Games in Europe Beginning Next Season

New York, NY (December 8, 2008)- In an effort to generate worldwide interest in American football, NFL Commissioner Roger Goodell announced plans today for the league to play more regular season games across Europe beginning next season. The announcement was made after league executives carefully examined the financial results of the game played in London five weeks ago between the New Orleans Saints and the San Diego Chargers.

The plan calls for one game to be played in London and one in Berlin for the next two years. If those games are financially successful the league will then hold two games a year at each location, as well as an additional game in Barcelona, Spain. This allows for the possibility of nineteen games to be played overseas over the next five years. “We are very excited about the prospect of having four or five games a season played all over Europe,” Goodell stated at the news conference.

The league began playing one regular season game a year in Europe during the 2007 season. In the inaugural game the New York Giants beat the Miami Dolphins in front of over 80,000 fans at Wembley Stadium in London. “Both games in London have been successful. We are eager to see how well other parts of the continent respond to our sport,” said Goodell.

Many people see this move to take football overseas as an attempt to keep up with the worldwide growth of basketball over the past decade. While the NFL is the most

successful sports league in America, the NBA claims over \$200 million more in foreign sales each year. Goodell is not only optimistic about the possible revenue that will be generated from the new plan, but also about the millions of potential fans the game will now reach. “The money is certainly a major factor in this decision, but the idea of introducing our country’s most popular sport to different cultures around the world is also very exciting.”

While league officials are hoping to reap the benefits from their new plan, only time will tell if the Europeans are ready to embrace American football as their own. For more information on the NFL’s plan to expand visit the league’s website at <http://www.nfl.com>.