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## Sprint Orchestrating a Mobile Revolution as NFL Fans and Referees Now Connect to the NFL Faster Than Ever Before

*New Updates Include Instant Weather Access For NFL Referees on the Field*

OVERLAND PARK, Kan.--(BUSINESS WIRE)--You don't have to scramble like a quarterback who's about to be sacked to get the latest NFL stats or highlights. Sprint (NYSE:S) is connecting fans to vital football information faster than ever for mobile users through a series of exclusive new programs and services, including an innovative weather update for referees.

Starting this season, some NFL officials will carry wireless devices enabled with a weather alert application from **WeatherBug**, Sprint announced today. WeatherBug provides the latest weather information including custom alerts for heat index, lightning detection warnings, wind gusts, and severe weather right on the field in an exclusive program offered only from Sprint, the NFL's exclusive wireless telecommunications partner.

"I think you're seeing the impact our technology is making not only with fans in the stands and on the go, but now with NFL teams and officials," said Steve Gaffney, Sprint's director of sports marketing. "Our customers can get their NFL fix from virtually anywhere because we're able to deliver critical information as it happens, whether it's a quarterback throwing a game-winning touchdown pass or a tornado threat seen in advance by NFL officials on the field."

Sprint is also rolling out a new and enhanced version of **NFL Mobile**, the popular and exclusive mobile program that delivers up-to-the minute statistics, news, post-game video highlights and customizable fantasy information to Sprint subscribers. Now fantasy football "owners" can simply use their phones to make last-minute changes to their NFL.com fantasy lineups with NFL.com Fantasy Companion wherever they are – no computer necessary. Unlimited access to NFL Mobile is available with any Sprint Power Vision pack at no additional cost.

Here's a detailed look at what NFL Mobile delivers to Sprint customers:

- 24-hour access to the latest statistics, news, injury reports and status changes.
- Exclusive same-day video highlights from all the games.
- The latest official NFL information from every game including scores, highlights and updates.
- Official NFL play-by-play info faster than any other wireless carrier.
- Live NFL Network broadcast and a multitude of on-demand player and team content.
- Exclusive fantasy analysis from NFL experts.
- Customizable text alerts for players and teams.

### ***Fantasy Impact***

NFL Mobile allows fantasy players to dominate their fantasy league with customizable text alerts specific to a player's roster, and real-time game-day fantasy player tracking including statistics, scores and injury reports. NFL Mobile has been improved for fantasy players and now offers exclusive fantasy analysis and commentary from NFL.com experts. And with NFL.com Fantasy Companion offered through NFL Mobile, fans can manage their NFL.com fantasy teams from their phone with the ability to set or change starting lineups at the last minute when away from their computer, make trades and more. NFL.com Fantasy Companion is available for \$3.99 per month.

## ***Text Updates***

Want to know when your favorite team enters the red zone? Wondering if your favorite running back scored on a screen play? Get the info sent to you via customizable text message alerts, which give you the information you want, when you want it. Alerts will be sent at selected times such as when a player or team scores, when specific teams enter the red zone, at the end of each quarter or game, or as official NFL injury reports are issued. When fans receive a text alert, the information emanates directly from the NFL's database, making NFL Mobile a powerful fantasy football tool. Sprint subscribers must opt-in to receive the text alerts, and standard text messaging charges apply.

## ***Mobile Highlights***

NFL Mobile users will also receive exclusive, unprecedented game video and audio highlights. Only NFL Mobile delivers wireless video highlights of NFL games, which will be available at the conclusion of every game (excluding video for games played on Monday nights). Audio highlights will be available for both the home and road teams' radio broadcasts during every game of the season with highlights posted at the end of each quarter and shortly after the conclusion of each game.

## ***NFL Kickoff***

For the first time, Sprint customers will be able to watch the "NFL Opening Kickoff 2007 presented by Sprint" Sept. 6 live via NFL Mobile. NFL Opening Kickoff 2007 will feature live performances by John Mellencamp, Faith Hill, Kelly Clarkson and others televised live from 8-8:30 p.m. EST on NBC and the NFL Network. Offered at no cost, NFL Network's live feed for the pregame show will be offered live for Sprint customers who are Vision or Power Vision pack subscribers with multimedia enabled phones.

**Editor's Note:** For high-resolution images of NFL Mobile please visit [www.sprint.com/mr](http://www.sprint.com/mr).

## **About Sprint Sports Content**

Sprint continually produces wireless data services that are first, better and unique – and the company's sports offerings are a distinct example of this leadership. Sprint's sponsorship of NASCAR's premier series, the NEXTEL Cup, the US Ski Team and Snowboard Association, and the NFL yield compelling and exciting content for Sprint customers, such as NFL Mobile and NEXTEL FanScan which provides in-car team communication during each NASCAR NEXTEL Cup Series™ race. NASCAR.COM TO GO with PitCommand delivers real-time race data in a full-color, visual display and NASCAR Live provides Sprint customers with live in-race leaderboard coverage, live qualifying results and exclusive editorial content.

## **About Sprint Nextel**

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks serving 54 million customers at the end of the second quarter 2007; industry-leading mobile data services; instant national and international walkie-talkie capabilities; and a global Tier 1 Internet backbone. For more information, visit [www.sprint.com](http://www.sprint.com).

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