



CBS SPORTS TO BROADCAST SUPER BOWL XLIV LIVE ON FEBRUARY 7

Jim Nantz and Phil Simms Call Super Bowl XLIV

CBS News' Katie Couric to Contribute to THE SUPER BOWL TODAY

PHIL SIMMS ALL-IRON TEAM: SUPER BOWL EDITION Highlights All-Time Super Bowl Team by Traveling from Hawaii to Ireland

CBS's New Reality Series, UNDERCOVER BOSS, Premieres Following Super Bowl XLIV

CBS Sports culminates its coverage of the 2009-10 NFL season with **SUPER BOWL XLIV** on Sunday, Feb. 7 (6:28 PM, ET kick-off) from Sun Life Stadium in Miami, Fla., live on the CBS Television Network. CBS Sports last broadcast the Super Bowl in 2007 when the Indianapolis Colts defeated the Chicago Bears, 29-17. Super Bowl XLIV will be the Network's 17th Super Bowl broadcast overall.

CBS Sports' **Jim Nantz** and **Phil Simms** call the action, marking the second time in his illustrious 25-year CBS Sports broadcasting career that Nantz calls play-by-play for the Super Bowl. Nantz called his first Super Bowl in 2007 and hosted the Network's Super Bowl pre-game show, **THE SUPER BOWL TODAY**, in 2001 and 2004. Simms provides analysis for his sixth Super Bowl, the fourth for CBS Sports. Nantz and Simms are joined on the broadcast by NFL ON CBS analysts **Steve Tasker** and **Solomon Wilcotts** serving as sideline reporters. Super Bowl XLIV is produced by **Lance Barrow**, Coordinating Producer, **THE NFL ON CBS**, and directed by **Mike Arnold**.

CBS Sports' coverage of Super Bowl XLIV begins with **THE SUPER BOWL TODAY**, the Network's pre-game studio show (2:00-6:00 PM, ET) with host **James Brown** along with analysts **Dan Marino**, **Boomer Esiason**, **Shannon Sharpe** and **Bill Cowher**, as well as NFL Insider **Charley Casserly**, reporters **Lesley Visser**, **Sam Ryan**, Tasker, Wilcotts and contributor **Dick Enberg**.

Katie Couric, anchor of **THE CBS EVENING NEWS**, serves as a special contributor and will provide a special report during the pre-game show.

Sean McManus is President, CBS News and Sports and serves as executive producer for the Network's coverage of the NFL and Super Bowl XLIV. **Harold Bryant** is Vice President, Production, CBS Sports.

Eric Mann is senior producer and **Bob Matina** is director of **THE SUPER BOWL TODAY**.

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Following is a preliminary schedule of pre-game programming on CBS (all times Eastern):

12:00 NOON, ET: ROAD TO THE SUPER BOWL – Celebrating its 40th anniversary as the longest-running and most honored (28 Emmy Awards) annual sports special, ROAD TO THE SUPER BOWL, re-lives the 2009 NFL season. Culled by NFL Films producers from more than 1.7 million feet of game footage to 980 feet, the one-hour special also includes audio from more than 400 hours captured from 133 exclusive coach and player on-field wirings. Original orchestral music, including a 60-person choir, was used in producing the show. ROAD TO THE SUPER BOWL debuted following the 1969 season,

1:00 PM, ET: PHIL SIMMS ALL-IRON TEAM: SUPER BOWL EDITION—CBS Sports’ lead NFL analyst and former N.Y. Giants Super Bowl XXI MVP **Phil Simms**, and his broadcast partner, **Jim Nantz**, host the eighth edition of his All-Iron Team. This year these men make up Simms’ All-Time Super Bowl team that best represent the qualities of Iron Men and have defined their roles in their teams winning a championship. Traveling all over the world from Hawaii to Ireland, the PHIL SIMMS ALL-IRON TEAM includes the first broadcast interview in 20 years with **Jake Scott**, a safety from the undefeated 1972 Miami Dolphins team and Super Bowl VII MVP, who now lives a simple life in Hawaii; and looks at a day-in-the-life of Steelers owner **Dan Rooney**, who is currently serving as the U.S. Ambassador to Ireland. Also included in the show is an in-depth look at legendary defensive guru **Buddy Ryan**, architect of the famed “46-Defense” which led the Chicago Bears to victory in Super Bowl XX and father of New York Jets head coach **Rex Ryan**. The All-Iron Team consists of six Hall of Famers, 37 combined Super Bowl wins, 46 combined Super Bowl appearances, seven combined Super Bowl MVP Awardees and four combined NFL MVPs. [The All-Iron Trophy is an old fashioned iron emblematic of Simms’ obsession with ironing. According to his mother, as a child Phil pressed his football and baseball uniforms, and to this day remains committed to creases.]

2:00 PM, ET: THE SUPER BOWL TODAY—**James Brown, Dan Marino, Boomer Esiason, Shannon Sharpe** and **Bill Cowher** anchor the Network’s pre-game show live from Sun Life Stadium in Miami previewing all the football and excitement leading up to Super Bowl XLIV. Reporters **Lesley Visser, Sam Ryan**, along with **Steve Tasker** and **Solomon Wilcotts**, as well as contributor **Dick Enberg**, will cover the pre-game activities. Other special contributors include CBS News’ anchor of THE CBS EVENING NEWS **Katie Couric**.

Sponsors of the pre-game show include: Ritz (2:00-3:00 PM, ET); Doritos (3:00-3:30 PM, ET); Monster.com (3:30-4:00 PM, ET); Pizza Hut (4:00-5:00 PM, ET); Callaway (5:00-5:30 PM, ET) and Vizio (5:30-6:00 PM, ET).

6:00 PM, ET: SUPER BOWL ON CBS KICK-OFF SHOW

The SUPER BOWL ON CBS Kick-Off Show will be sponsored by Hyundai.

6:28 PM, ET: SUPER BOWL XLIV – Kick-off of Super Bowl XLIV live from Miami on the CBS Television Network.

Immediately following “The Intel SUPER BOWL TODAY Post Game Show,” CBS premieres its new reality series UNDERCOVER BOSS.

UNDERCOVER BOSS—CBS’s new reality series that follows high level corporate executives as they slip anonymously into the rank and file of their own companies. Each week, a different executive will leave the comfort of their corner office for an undercover mission to examine the inner workings of their corporation. While working alongside their employees, they will learn about themselves, the effects their decisions have on others, where the problems lie within their organization, the perception of their company and discover the unsung heroes of their work force. The post-Super Bowl XLIV premiere episode on February 7 features **Larry O’Donnell**, C.O.O. of Waste Management.

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