

# **PBS' *Nightly Business Report* Debuts “Beyond the Scoreboard : Behind the Scenes at the Super Bowl”**

**Special program airs January 17**

Miami, FL (January 13, 2011) -- PBS' *Nightly Business Report* (NBR), the award-winning business news television program, today announced that it will present its first-ever program devoted to a sporting event, **“Beyond the Scoreboard: Behind the Scenes at the Super Bowl.”** This special NBR Edition, hosted by sports business expert Rick Horrow, will give viewers a look at the business of putting together America’s most-watched sporting event and its far-reaching economic impact. It will be broadcast on Monday, January 17, the Martin Luther King Jr. holiday. Check local listings for station and airtime.

“The Super Bowl has become so much more than two teams vying for supremacy in the National Football League, it has become a key driver of business,” said Mykalai Kontilai, Chairman and Chief Executive of NBR Worldwide. “Hundreds of millions of dollars are at stake and much of it rests on successful execution of this marquee sporting event.”

In the 2010 Super Bowl, the New Orleans Saints’ victory over the Indianapolis Colts became the most-watched program in American television history, with approximately 106.5 million viewers. Beyond the action on the field, Super Bowl Sunday has become a landmark day for television advertising and generates a boom in food and beverage sales. For example, more pizza is sold in the U.S. on Super Bowl Sunday than any other day of the year.

In **“Beyond the Scoreboard: Behind the Scenes at the Super Bowl,”** Horrow will give viewers access to some of the most influential and important people involved in planning the big game, including interviews with Frank Supovitz, the National Football League’s Senior Vice President of Events, and Lawrence Randall, the League’s Director of Programming.

Viewers will also hear from some of the premier team owners in the NFL, including the Dallas Cowboys’ Jerry Jones, who will discuss his long struggle to bring the game to North Texas. Other owners featured include the New York Jets’ Woody Johnson, Jim Irsay of the Indianapolis Colts and the Miami Dolphins’ Stephen Ross, who hosted the 2010 championship game at Miami’s Sun Life Stadium. Horrow also interviews Bryan Trubey, the principal architect and designer of the next two Super Bowl host stadiums.

“All of these individuals understand the logistical challenges to making the Super Bowl run like a well-oiled machine, down to the second,” Kontilai said. “They also understand the tremendous economic impact the game has on the host city and across the country. **‘Beyond the Scoreboard: Behind the Scenes at the Super Bowl’** is the kind of unique sports business programming found only on *NBR*.”

*NBR*’s **“Beyond the Scoreboard”** gives viewers a weekly in-depth analysis of the biggest sports stories of the day and what they mean for Wall Street. Horrow is co-author of “*Beyond the Box Score: An Insider’s Guide to the \$750 Billion Business of Sports*.”

**About Nightly Business Report:** For more than three decades, the award-winning Nightly Business Report has provided business news in a fast-paced format. Timely investment information helps viewers manage their money and stay abreast of the news that affects their portfolios. Nightly Business Report premiered as a Miami regional program on January 22, 1979, with national distribution beginning in 1981. Underwritten by Franklin Templeton Investments, Nightly Business Report is distributed live to public television stations at 6:30pm ET every weeknight. Local broadcast times vary.

**About Rick Horrow:** Rick Horrow is the leading expert in the business of sports. As CEO of Horrow Sports Ventures, he has been the architect of 103 deals worth more than \$13 billion in sports, performing arts, and other urban infrastructure projects. A popular speaker, writer and commentator on the business, law and politics of sports, he is nicknamed “The Sports Professor” because he has served as Visiting Expert on sports law at The Harvard Law School. Horrow is also a Founding Director of the National Sports Lawyers Association.