



NFL.COM/FANTASY

ON NFL.COM, FRIENDS DON'T SMALL TALK – FRIENDS TALK FANTASY

Giants WRs Odell Beckham Jr. & Victor Cruz, Steelers WR Antonio Brown and Packers RB Eddie Lacy & WR Randall Cobb Star in Fantasy Ads

NFL.com Fantasy Football Delivers Best Mobile Draft & Game Day Experience with Fantasy Video Highlights, Free Live Scoring & More

'NFL Fantasy LIVE' Airs on NFL Network, NFL.com, NFL Mobile from Verizon & NFL RedZone Beginning Monday, September 7

GEICO, Snickers & RAM Truck Among Sponsors

On NFL.com, friends don't small talk – friends talk fantasy. ***#FriendsTalkFantasy #NFLFantasy.***

2015 NFL.com Fantasy Football Marketing Campaign

For years, people have labeled fantasy football as the “original social network,” and for good reason. Fantasy football is competitive fun amongst friends all season long, and for the 2015 season, NFL.com Fantasy Football's marketing campaign seeks to showcase this fact throughout all ad channels and reposition fantasy as the vehicle to more fun with friends.

Introducing the new “Friends Don't Small Talk, Friends Talk Fantasy” campaign, friends and NFL stars alike are shown to not have much to talk about without fantasy football.

For the campaign, produced in collaboration with Grey Group, NFL Media utilized some of the biggest stars in the NFL today: New York Giants wide receivers **Odell Beckham Jr.** and **Victor Cruz**, Pittsburgh Steelers wide receiver **Antonio Brown**, and Green Bay Packers running back **Eddie Lacy** and wide receiver **Randall Cobb**.

Provided below are links to marketing spots currently running on television:

- Friends don't small talk, friends talk fantasy:

<https://youtu.be/w22mj7odBUk>

- New York Giants wide receivers **Odell Beckham Jr.** and **Victor Cruz**:

<https://youtu.be/pkpX7tU3vu0>

- Pittsburgh Steelers wide receiver **Antonio Brown**:

<https://www.youtube.com/watch?v=W1ko8wPT6II>

- Green Bay Packers running back **Eddie Lacy** and wide receiver **Randall Cobb**:

<https://www.youtube.com/watch?v=rR49xt0I2CM>

- Bar Squirrel:

<https://www.youtube.com/watch?v=FT9tndbtf6g>

NFL.com Fantasy Football

NFL.com Fantasy Football is the official fantasy game of the National Football League.

Join, draft, play and win with the official NFL.com Fantasy Football app – the ultimate free fantasy football companion on the go. NFL.com Fantasy Football features a high-quality game day experience, complete with video highlights, free live scoring and push notifications. Additional features to the product include live drafts, full roster management and a social feed to chat with the other members of your league with ease. NFL.com Fantasy Football also provides up-to-the-minute player news, fantasy point projections and the latest user trends.

For league managers, NFL.com Fantasy Football is now easier than ever to customize league settings and invite friends on the go. The NFL.com Fantasy Football app is available on iOS, Android, Windows and Amazon devices.

NFL.com Fantasy Football also offers players unique and exclusive roster options to provide some insurance for those tough fantasy football decisions. NFL.com's Roster Options gives users the ability to activate backups on their roster in the event they outperform the team's starter(s). Each league must decide the rules and regulations for using Roster Options. NFL.com is the ONLY fantasy site to offer this unique scoring option.

To sign up to play NFL.com Fantasy Football for free, visit NFL.com/fantasy.

Sponsors for NFL.com Fantasy Football for the 2015 season include **Snickers** and **RAM Truck**.

NFL Fantasy Genius

NFL.com Fantasy Football reinvented how the world asks and receives fantasy advice with the NFL Fantasy Genius community. Millions of fantasy questions have already been shared and answered for who to start/bench, add/drop and trade. Users can now receive immediate feedback to make better fantasy decisions with Fantasy Genius.

NFL Fantasy Genius also powers "America's Team," allowing fans to run a fantasy team in the NFL.com Expert League by voting on key moves to challenge the experts.

In 2014, nearly two millions questions were submitted using NFL Fantasy Genius, generating more than 17 million answers. During the 2015 offseason, more than 500,000 questions have already been asked via NFL Fantasy Genius.

NFL Fantasy LIVE – Airs on NFL Network, NFL.com, NFL Now & NFL RedZone

NFL Fantasy LIVE is the place for fantasy football players to get all of the information and analysis they need to dominate their fantasy leagues.

Featuring a rotating cast of fantasy experts and analysts including **Michael Fabiano**, **Adam Rank**, **Akbar Gbajabamila**, **Marcas Grant**, **Elliot Harrison**, **Matt "Money" Smith** and **James Koh**, *NFL Fantasy LIVE* streams **Monday-Friday at 4:00 PM ET** on NFL.com and NFL Now, and airs **Monday-Friday at 5:00 PM ET** on NFL Network. On **Sunday**, *NFL Fantasy LIVE Presented by*

GEICO streams on NFL.com and NFL Mobile from Verizon, and airs on *NFL RedZone* at **11:30 AM ET**.

NFL Fantasy LIVE premieres **Monday, September 7**.

During NFL Network's *Inside Training Camp Live* coverage **Wednesday, July 29 – Tuesday, August 11**, *Inside Training Camp Live: Fantasy Spotlight* airs at **2:00 PM ET**, covering all of the latest news from training camp with a fantasy football spin, getting people ready for their fantasy drafts.

For more information and details, visit NFL.com/fantasy/live

ABOUT NFL MEDIA

NFL Media is comprised of NFL Network, NFL Films, NFL.com, NFL Now, NFL Mobile from Verizon and *NFL RedZone*.

Seven days a week, 24 hours a day, 365 days a year, fans turn to NFL Network to receive information and insight straight from the field, team headquarters, league offices and everywhere the NFL is making news. Launched in 2003, NFL Network gives fans unprecedented year-round inside access to all NFL events, including the Super Bowl, Playoffs, regular season, preseason, Pro Bowl, Pro Football Hall of Fame induction weekend, NFL Draft, NFL Scouting Combine, Senior Bowl, league meetings, minicamps and training camps.

Currently in more than 72 million homes, NFL Network has carriage agreements with each of the country's largest television providers including Comcast, DirecTV, DISH Network, Cablevision, Cox, Charter, Time Warner Cable, Verizon FiOS and AT&T U-Verse.

For fans on the go, all NFL Network programming can also be streamed live on the NFL Mobile from Verizon app (NFL.com/mobile), the NFL app delivered on XBOX from Microsoft, and through Watch NFL Network (NFL.com/watch), with participating cable and satellite providers. For more information, log on to NFL.com/nflnetwork. NFL.com is the exclusive internet home of NFL Network.

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