

November 30, 2000

**CBS GETS INTO THE SPIRIT OF SUPER BOWL XXXV  
WITH UNPRECEDENTED WEEK OF SUPER BOWL PROGRAMMING  
CAPPED BY THE MAIN EVENT**

**"SUPER BOWL XXXV" WILL BE CALLED BY GREG GUMBEL AND PHIL SIMMS**

**MTV: Music Television To Produce the Spectacular E\*Trade Halftime Show**

**CBS News' "The Early Show" Scheduled To Broadcast Live from Tampa**

**Super Saturday Entertainment Includes "The Greatest Super Bowl Commercials," "CBS Saturday Night Super Bowl Special" and "CBS Presents: MTV's Super Bowl Uncensored"**

**"CBS Sports Presents: MTV'S TRL @ the Super Bowl," Hosted by Carson Daly**

**"The Phil Simms 2000 All-Iron Team" Is Named, with Greg Gumbel and Armen Keteyian**

**NFL Films' "Road to the Super Bowl" Reviews the Spectacular Season**

**"Extreme Super Bowl," Presented by Sony Playstation II, Is Hosted by Dan Dierdorf**

**Jim Nantz, Randy Cross, Craig James, Mike Ditka, Jerry Glanville, Lesley Visser  
And Marcus Allen Report on "The NFL Today Super Bowl XXXV Pre-Game Show"**

**AFTER THE GAME, "SURVIVOR: THE AUSTRALIAN OUTBACK" PREMIERES**

Morning, noon and night, CBS will be on the scene in Tampa, Fla., for an unprecedented weekend of Super Bowl programming -- all the events, the hoopla and the fun capped by the main event: SUPER BOWL XXXV.

Greg Gumbel and Phil Simms will call the play-by-play of SUPER BOWL XXXV from Raymond James Stadium in Tampa, on Sunday, Jan. 28 (kickoff scheduled for 6:25 PM, ET) on the CBS Television Network.

Before and after the game, CBS Sports, CBS Entertainment, MTV: Music Television and CBS News will be on hand to chronicle and participate in America's great mid-winter happening. And immediately following the big game, SURVIVOR: THE AUSTRALIAN OUTBACK premieres.

Following is a schedule of SUPER BOWL XXXV programming on CBS:

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CBS Television...2

During Super Bowl Week:

Friday and Monday, Jan. 26 and 29

(7:00-9:00 AM, ET/PT)

CBS News' THE EARLY SHOW will broadcast live from Tampa with Bryant Gumbel, Jane Clayson and Mark McEwen -- and on Monday, the first SURVIVOR: THE AUSTRALIAN OUTBACK evictee.

On Super Bowl Saturday (Jan. 27):

12:00 Noon - 1:00 PM, ET/PT

ROAD TO THE SUPER BOWL, one of the most anticipated sports specials of the year -- edited from more than 800 miles of 16mm film, is the only show that spotlights a dozen NFL head coaches and countless players outfitted with NFL Films microphones. The special lauds all the leaping fingertip catches, the diving goal-line plunges and the clash of line play from the 2000 season in NFL FILMS singular slow-motion cinematography.

8:00-9:00 PM, ET/PT

THE GREATEST SUPER BOWL COMMERCIALS, a retrospective of 30 years of the most anticipated, popular and fun commercials, is presented before an audience at the NFL Experience event. Categories include the most popular commercials featuring animals, favorite animated spots -- and the funniest, the sexiest and the most expensive Super Bowl commercials ever made.

9:00-10:00 PM, ET/PT (Live ET)

CBS SATURDAY NIGHT SUPER BOWL SPECIAL, the hottest party in town, originates live from Tampa with musical performances and a play-by-play of events -- as football, music and entertainment capture the energy and excitement of the greatest party ever thrown the night before the big game. Produced by MTV: Music Television.

10:00-11:00 PM, ET/PT

CBS PRESENTS: MTV'S SUPER BOWL UNCENSORED is a poignant and humorous look into the untold stories behind the nation's greatest sporting event. The special reveals what insiders have known for years -- the memorable pre-game locker room speeches, player superstitions and rituals, halftime spectacles, post-game parties, surprise heroes, the most famous plays and worst debacles. Plus exclusive interviews with players, coaches, reporters, broadcasters, cheerleaders, superstar national anthem and halftime performers -- and fans.

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On Super Bowl Sunday (Jan. 28):

12:00 Noon-1:00 PM, ET

CBS SPORTS PRESENTS: MTV'S TRL @ THE SUPER BOWL breaks out of its Times Square studio into the Florida sunshine. Hosted by Carson Daly, the Super Bowl edition of MTV's most popular show will feature guest appearances by top musical artists and celebrities, as well as popular National Football League players.

1:00-2:00 PM, ET

THE PHIL SIMMS 2000 ALL-IRON TEAM, with CBS Sports' lead NFL analyst (and N.Y. Giants Super Bowl XXI MVP) and his broadcast partner, Greg Gumbel, hosting the second annual selection of 15 players and one coach who best represent the qualities of Iron Men. [The Iron Men 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.] "Mama" Simms and CBS Sports reporter Armen Keteyian also appear.

2:00-3:00 PM, ET

CBS SPORTS' EXTREME SUPER BOWL, presented by NFL GAMEDAY 2001 and hosted by Dan Dierdorf, features CBS Sports' NFL analysts examining position-by-position match-ups and also how the greatest Super Bowl players of all time compare to this year's teams -- with state-of-the-art video gaming graphics. Key plays from the AFC and NFC Championships will be animated and converted to Play Station 2 graphics, and CBS analysts will literally go inside the game, stepping onto the virtual field for all the Xs and Os.

3:00-6:00 PM, ET

THE SUPER BOWL TODAY from Raymond James Stadium in Tampa. CBS Sports' Jim Nantz, Randy Cross, Craig James, Mike Ditka and Jerry Glanville will climb aboard the Tampa Bay Buccaneers Pirate Ship to preview all the football and all the excitement leading up to the Super Bowl. Reporters Lesley Visser and Marcus Allen, the NFL Today will cover the action and the music at the NFL Tailgate Party, the fans' interactive games at the NFL Experience, the pre-game rituals and arrivals, parties and planning that make the Super Bowl America's Holiday.

6:00 PM, ET, to Kick-off

CHARLES SCHWAB SUPER BOWL KICK-OFF SHOW, with "The NFL Today" team.

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6:25 PM, ET, to Conclusion

SUPER BOWL XXXV, live from Raymond James Stadium in Tampa, Fla., with Greg Gumbel (play-by-play), Phil Simms (analyst) and Armen Keteyian and Bonnie Bernstein reporting from the sidelines. CBS Sports will deploy a talent, editorial and technical team of close to 500 persons for the broadcast. The Game will be broadcast in high definition television (HDTV). This is the 14th Super Bowl to be presented on the CBS Television Network and the first since 1992, when the Washington Redskins defeated the Buffalo Bills, 37-24.

Halftime

E\*TRADE SUPER BOWL XXXV HALFTIME SHOW is presented by MTV: Music Television [NOTE TO EDITORS: Details will be announced at a later date.]

Immediately After the Game

PONTIAC POST GAME SHOW, with "The NFL Today" team.

Following the Post-Game Show

SURVIVOR: THE AUSTRALIAN OUTBACK premieres, hosted by Jeff Probst, featuring 16 Americans competing in a contest of physical and mental endurance that will reward the sole survivor \$1 million. The 16 are stranded in this remote region, many miles from civilization, to fend for themselves while also competing for the grand prize. The stunningly beautiful and challenging Australian Outback, one of the world's truly wild places, is a dry and open land crisscrossed with deep rock canyons, thundering waterfalls and enormous eucalyptus forests. It is home to kangaroos, emus, wild pigs, giant pythons, venomous snakes, crocodiles, deadly spiders and exotic bird life.

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