



SPONSORS SADDLE UP AS CBS RIDES HIGH INTO HOUSTON WITH WEEK OF SUPER BOWL PROGRAMMING HIGHLIGHTED BY SUPER BOWL XXXVIII ON SUNDAY, FEB. 1, 2004

“SUPER BOWL XXXVIII” TO BE CALLED BY GREG GUMBEL AND PHIL SIMMS

**JIM NANTZ, DAN MARINO, DEION SANDERS AND BOOMER ESIASON ANCHOR
“THE SUPER BOWL TODAY” PRE-GAME SHOW**

“CBS Sports Presents: MTV’s TRL @ the Super Bowl!” Sponsored by Pepsi

CBS News’ “The Early Show” Scheduled To Broadcast Live from Houston

MTV: Music Television To Produce Spectacular “AOL Super Bowl XXXVIII Halftime Show”

**General Motors/Cadillac Ride along as “The Phil Simms 2004 All-Iron Team” Is Named, with
Greg Gumbel and Armen Keteyian**

**Wachovia, Pizza Hut, Sony PlayStation, H&R Block, Radio Shack and Ford Set to Sponsor
Network’s Pre-Game Show “The Super Bowl Today”**

Monster.com To Sponsor Halftime Report and Cadillac Backs Post-Game Show

“Nickelodeon Takes Over the Super Bowl” Corrals Kids on Super Bowl Sunday Morning

AFTER THE GAME, “SURVIVOR ALL-STARS” CASTS OFF EIGHTH ADVENTURE

The sponsors have saddled up as Pepsi, General Motors/Cadillac, Wachovia, Pizza Hut, Sony PlayStation, H&R Block, Radio Shack, Ford, Monster.com and America Online join CBS when it rides into Houston, Texas for a week of Super Bowl programming featuring all the events, the hoopla and the fun capped by the main event: SUPER BOWL XXXVIII.

Greg Gumbel and Phil Simms will call the play-by-play of SUPER BOWL XXXVIII, along with Armen Keteyian and Bonnie Bernstein reporting, live from Reliant Stadium in Houston on Sunday, Feb. 1 (kickoff scheduled for 6:25 PM, ET) on the CBS Television Network.

Before and after the game, CBS Sports, CBS Entertainment, CBS News and MTV: Music Television and Nickelodeon will be on hand to chronicle and participate in America's biggest day of television. And immediately following the game, SURVIVOR: ALL-STARS will cast off on its eighth adventure.

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

During Super Bowl Week:

Friday and Monday, Jan. 30 and Feb. 2

7:00-9:00 AM, ET/PT) CBS News' THE EARLY SHOW will broadcast live from Houston with Hannah Storm, Harry Smith, Rene Syler, Julie Chen and Dave Price

On Super Bowl Saturday (Jan. 31):

4:00- 5:00 PM, ET 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 2003 season in NFL FILMS singular slow-motion cinematography.

9:00-10:00 PM, ET/PT SUPER BOWL'S GREATEST COMMERCIALS, a retrospective of more than 30 years of the most anticipated, popular and entertaining 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.

On Super Bowl Sunday (Feb. 1):

11:00 AM-12:00 Noon NICKELODEON TAKES OVER THE SUPER BOWL as it corrals the kids on Super Bowl Sunday morning with the biggest stars in the Nickelodeon universe, including U-Pick Live hosts Brent Popolizio and Candace Bailey, as they invade Houston and take on the Super Bowl from a kids' point of view. It's an hour of football, music, games, NFL players and, of course, plenty of Nick's signature green slime.

12:00 Noon-1:00 PM, ET CBS SPORTS PRESENTS: MTV'S TRL @ THE SUPER BOWL hits the trail out of its Times Square studio and hip-hops along in Houston. 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 and is sponsored by Pepsi.

1:00-2:00 PM, ET

THE PHIL SIMMS 2003 ALL-IRON TEAM sponsored by General Motors and Cadillac with CBS Sports' lead NFL analyst (and N.Y. Giants Super Bowl XXI MVP) and his broadcast partner, Greg Gumbel, hosting the fifth annual selection of 12 players and one coach who best represent the qualities of Iron Men. This year's show will include a look back at an "Old School Edition" All-Iron men with five Hall of Famers including Jim Brown, Deacon Jones, Dick Butkus, Chuck Bednarik and Archie Manning. [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.]

2:00-6:00 PM, ET

THE SUPER BOWL TODAY from Reliant Stadium in Houston, Texas. CBS Sports' Jim Nantz, Dan Marino, Deion Sanders and Boomer Esiason anchor the Network's pre-game show that previews all the football and all the excitement leading up to the Super Bowl. Reporters Marcus Allen and Lesley Visser, along with Armen Keteyian, Bonnie Bernstein and special contributor Dick Enberg 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. Sponsors of the pre-game show include: Wachovia (2:00-3:00 PM, ET), Pizza Hut (3:00-4:00 PM, ET), Sony PlayStation (4:00-5:00 PM, ET), H&R Block (5:00-5:30 PM, ET) and Radio Shack (5:30-6:00 PM, ET).

6:00 PM, ET, to Kick-off

FORD SUPER BOWL KICK-OFF SHOW, with "The Super Bowl Today" team.

6:25 PM, ET, to Conclusion

SUPER BOWL XXXVIII, live from Reliant Stadium in Houston, Texas, 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. This is the 15th Super Bowl to be presented on the CBS Television Network, the last in 2001 when the Baltimore Ravens defeated the New York Giants, 34-7.

Halftime Report

SUPER BOWL XXXVIII HALFTIME REPORT sponsored by Monster.com with Jim Nantz, Dan Marino, Deion Sanders and Boomer Esiason with highlights and analysis of the first half.

Halftime

AMERICA ONLINE SUPER BOWL XXXVIII HALFTIME SHOW is presented by MTV: Music Television [NOTE TO EDITORS: See separate release.]

Immediately After the Game

CADILLAC POST GAME SHOW with “The Super Bowl Today” team.

Following the Post-Game Show

SURVIVOR: ALL-STARS premieres, hosted by Jeff Probst, featuring 18 of the most memorable castaways in the previous seven “Survivor” adventures competing in a contest of extreme physical and mental endurance that will reward the winner \$1 million and the title of “Ultimate Sole Survivor.” The 18 all-stars will be stranded in a remote region, many miles from civilization, to fend for themselves while vying for the grand prize.

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