



NATIONAL FOOTBALL LEAGUE



**FOR IMMEDIATE RELEASE**

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## **National Football League Launches Super Bowl XLI Interactive Map and Event Guide with The Map Network**

*Official Game, Event and South Florida Information Available for Your Web Site*

WASHINGTON, DC (January 9, 2007) – Building upon the success of Super Bowl XL, the National Football League, the South Florida Super Bowl XLI Host Committee, and The Map Network unveiled today the Official Online Map and Event Guide for Super Bowl XLI at [www.superbowl.com](http://www.superbowl.com) and [www.superbowlxli.org](http://www.superbowlxli.org). Media, travel and destination sites, and NFL fans can link directly to the constantly updated Super Bowl XLI map <http://map.mapnetwork.com/superbowl/xli>.

With local content provided by the NFL, the South Florida Super Bowl XLI Host Committee, the Greater Miami Convention & Visitors Bureau, and the Greater Fort Lauderdale Convention & Visitors Bureau, the online map will serve as an indispensable pre-destination and in-market planning and navigation resource for hundreds of thousands of attendees – and all those watching from home.

The interactive online map features award-winning functionality and allows layers of event, venue and destination information to be turned on or off for activities taking place during Super Bowl week in South Florida. In just a couple clicks, fans may navigate the NFL Experience Built by The Home Depot interactive theme park next to Dolphin Stadium to all the happening parties in South Beach.

As the Officially Licensed Map Provider of Super Bowl XLI, TMN will also publish print maps and guides that allow wireless content retrieval through a partnership with Sprint. On-site mobile guides include the Super Bowl XLI Print Map, Official Event Guide, Dolphins Map, NFL Experience Map, USA TODAY Map, and VIP Team Maps. With these customized print publications national advertisers and local partners will reach targeted audiences in innovative new ways (to view Super Bowl XLI advertising media kit visit: <http://www.mapnetwork.com/superbowl/>).

“We are pleased to partner again with The Map Network,” said David Houghton, the NFL’s Director of Events. “The company’s vibrant and engaging online and print maps reflect the energy of South Florida and are fun and indispensable guides to Super Bowl activities.”

“The input and collaboration from the NFL, the Host Committee and local CVBs were integral in ensuring that the maps were the most accurate and informative maps to the nation’s biggest sporting event,” said Shane Green, President and CEO of The Map Network. “From the starting quarterbacks to those lucky enough to get tickets to the fantasy footballer at home, these maps and guides have something for everyone.”

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**About The Map Network**

The Map Network (TMN), a Washington, DC-based subsidiary of NAVTEQ Corp. (NYSE: NVT), is transforming one of the world's oldest information sources — maps — into a dynamic new sales, marketing, revenue-generating, and community-building tool for destination marketing organizations, events, hotels and venues. TMN currently serves as the Official Map of the Destination Marketing Association International and the Convention and Visitors Bureau in more than 90 U.S. cities. TMN is also the Official Map of such leading associations as IAEM, ASAE, HSMIA, and PCMA. More than 200 events have used TMN's custom map-guides, including more than 25 of the Tradeshow Week Top 200 trade shows, both the Republican and Democratic National Conventions in 2004, Marine Corps Marathon, Super Bowl XL and XLI, and a number of leading convention centers, stadiums and hotels. For more information please visit [www.mapnetwork.com](http://www.mapnetwork.com)

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