New York, NY – March 13th, 2008 - The National Academy of Television Arts and Sciences (NATAS) today announced the nominees for the 29th Annual Sports Emmy® Awards at the IMG World Congress of Sports at the St. Regis Hotel in Monarch Bay/Dana Point, California. Peter Price, CEO/President of NATAS was joined by Ross Greenberg, President of HBO Sports, Ed Goren President of Fox Sports and David Levy President of Turner Sports in making the announcement.

At the 29th Annual Sports Emmy® Awards, winners in 30 categories including outstanding live sports special, sports documentary, studio show, play-by-play personality and studio analyst will be honored. The Awards will be given out at the prestigious Frederick P. Rose Hall, Home of Jazz at Lincoln Center located in the Time Warner Center on April 28th, 2008 in New York City.

In addition, Frank Chirkinian, referred to by many as the “Father of Televised Golf,” and winner of four Emmy® Awards, will receive this year’s Lifetime Achievement Award that evening. Chirkinian, who spent his entire career at CBS, was given the task of figuring out how to televise the game of golf back in 1958 when the network decided golf was worth a look. Chirkinian went on to produce 38 consecutive Masters Tournament telecasts, making golf a mainstay in sports broadcasting and creating the standard against which golf telecasts are still measured. Chirkinian’s accomplishments range over the gamut of sports television from the 1960 Summer Olympics to the 1991 Masters Tournament, both for which he was the proud recipient of the prestigious Peabody Award. His production techniques revolutionized sports coverage and influenced how broadcasters around the world covered tournaments on TV.

Many of the leading sports broadcasters, personalities and television professionals will be presenters at the event. American Airlines and Thomson are the official sponsors of the
29th Annual Sports Emmy® Awards. Street & Smith’s Sports Business Journal is the exclusive magazine partner.

A breakdown of the nominees by network and platform as well as a full list of nominees compiled by the accounting firm of Lutz and Carr, LLP, New York, follows this release.

About The National Academy of Television Arts & Sciences
The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv.

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Director, Communication/NATAS
ppillitteri@emmyonline.tv
212-586-8424
## Breakdown of Multiple Program / Series Nominations

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<thead>
<tr>
<th>Program</th>
<th>Nominations</th>
<th>Network</th>
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<tbody>
<tr>
<td>Inside the NFL</td>
<td>5</td>
<td>HBO</td>
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<tr>
<td>Real Sports with Bryant Gumbel</td>
<td>5</td>
<td>HBO</td>
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<tr>
<td>NASCAR on FOX</td>
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<td>FOX</td>
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<tr>
<td>Sport Science</td>
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<td>FSN</td>
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<tr>
<td>ESPN NASCAR</td>
<td>3</td>
<td>ABC / ESPN / ESPN2</td>
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<tr>
<td>Hard Knocks: Training Camp with the Kansas City Chiefs</td>
<td>3</td>
<td>HBO</td>
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<td>Mayweather/Hatton 24/7</td>
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<td>HBO</td>
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<td>NFL on FOX: FOX NFL Sunday</td>
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<td>Super Bowl XLI</td>
<td>3</td>
<td>CBS</td>
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<tr>
<td>107th U.S. Open Championship</td>
<td>2</td>
<td>NBC</td>
</tr>
<tr>
<td>America's Game: The Super Bowl Champions</td>
<td>2</td>
<td>NFL Network</td>
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<tr>
<td>Barbaro: A Nation's Horse</td>
<td>2</td>
<td>NBC</td>
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<td>College Gameday</td>
<td>2</td>
<td>ESPN</td>
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<td>Dale</td>
<td>2</td>
<td>NASCAR Images</td>
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<tr>
<td>De La Hoya/Mayweather 24/7</td>
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<td>HBO</td>
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<td>E: 60</td>
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<td>Focused</td>
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<td>Rush HD</td>
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<td>Football Night in America</td>
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<td>Ghosts of Flatbush</td>
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<td>NBC Golf Tour</td>
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<td>Road to the Super Bowl</td>
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<td>Sunday NFL Countdown</td>
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<tr>
<td>The 2007 Ford Ironman World Championship</td>
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<td>NBC/Ironman Productions</td>
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<tr>
<td>The Super Bowl Today</td>
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<td>CBS</td>
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<tr>
<td>US Open Tennis Championships</td>
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### 2007-2008 Emmy Awards for Sports
#### Number of Nominations by Network

<table>
<thead>
<tr>
<th>Network</th>
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<td>HBO</td>
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<td>PGA Tour Productions</td>
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<td>Rush HD</td>
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<td>Versus</td>
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<td>ESPN Classic</td>
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<td>Golf Channel</td>
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<td>NBA TV</td>
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<tr>
<td>Yahoo! Sports</td>
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</tbody>
</table>
The 29th Annual Emmy Awards for Sports
The Nominations

Outstanding LIVE SPORTS SPECIAL

2007 Open Championship ABC
AFC Championship Game CBS
BCS on FOX: Tostitos Fiesta Bowl FOX
NASCAR on FOX: Daytona 500 FOX
NBC Wild Card Playoff: Dallas vs. Seattle NBC
Super Bowl XLI CBS

Outstanding LIVE SPORTS SERIES

ESPN Monday Night Football ESPN
NASCAR on FOX FOX
NBA on ESPN/ABC ESPN / ABC
NBC Golf Tour NBC
NFL on FOX FOX
Sunday Night Football NBC

Outstanding LIVE EVENT TURNAROUND

De La Hoya vs Mayweather Delay Broadcast HBO
Inside the PGA TOUR PGA Tour Productions
NFL Mic'd Up: Ravens vs. 49ers NFL Network
Quest for the Cup NASCAR Images
Tour de France CBS
Outstanding EDITED SPORTS SPECIAL

De La Hoya/Mayweather 24/7 HBO
Super Bowl 360 ESPN
The 2007 Ford Ironman World Championship NBC Ironman Productions
The Natural: Major League Baseball Celebrates an Epic ESPN2 MLB Productions
Unsettled Scores ESPN2

Outstanding SPORTS DOCUMENTARY

Barbaro: A Nation's Horse NBC
Dale NASCAR Images
Ghosts of Flatbush HBO
Jonestown: The Game of Their Lives ESPN
Triumph and Tragedy: The Ray Mancini Story ESPN Classic

Outstanding EDITED SPORTS SERIES / Anthology

America's Game: The Super Bowl Champions NFL Network NFL Films
Greatest High School Football Rivalries Versus NFL Films
Hard Knocks: Training Camp with the Kansas City Chiefs HBO NFL Films
HBO Boxing: Countdown Shows HBO
Real Sports with Bryant Gumbel HBO
Outstanding STUDIO SHOW - WEEKLY

College Gameday
Football Night in America
Inside the NBA
Inside the NFL
NFL on FOX: FOX NFL Sunday

Outstanding STUDIO SHOW - DAILY

Inside the NBA
NASCAR Now
Pardon the Interruption
SportsCenter
Wimbledon Tonight

Outstanding SPORTS JOURNALISM

Real Sports with Bryant Gumbel
  Broken: NFL Disability Debate
Real Sports with Bryant Gumbel
  Dogfighting: Bred to Die
Real Sports with Bryant Gumbel
  Fading Hope: Sports in Iraq
Real Sports with Bryant Gumbel
  Headgames: The NFL Concussion Crisis
Outstanding SHORT FEATURE

College Gameday
  Martel Van Zant
Inside the NFL
  Coal Miner's Sons: The Jones Brothers
Inside the NFL
  Packers Fans Rebuild
MLB 2007: Never Miss a Game
  Never Too Early
Sunday NFL Countdown
  Fear

Outstanding LONG FEATURE

E: 60
  Ray of Hope
NBA TV Game Night
  59th and Prairie: Dwyane Wade's Journey - A Story told by Terrence Howard

NFL Films Presents: Finding Your Butkus

Outside the Lines
  Still Alive
The Super Bowl Today
  Bill Walsh
The Super Bowl Today
  Hines Ward
Outstanding OPEN / TEASE

107th U.S. Open Championship  
*The Open Returns to the Steel City*  
2007 Scripps National Spelling Bee  
*Championship Round*  
Barbaro: A Nation's Horse  
De La Hoya/Mayweather 24/7  
Episode 1  
Indianapolis 500  
*Tease: All Roads Lead to Indy*  
NBA Playoffs  
Opening Night Tease  
Super Bowl XLI  
*Super Bowl XLI Tease*

Outstanding NEW APPROACHES - COVERAGE

Amen Corner Live  
Fantasy Focus Baseball  
Fantasy Football Live  
Fantasy Football Now  
Live@ Series  
NFL.com LIVE  

CBSSports.com  
ESPN.com  
Yahoo! Sports  
ESPN.com  
PGATOUR.com  
NFL Network  
NFL Films
Outstanding NEW APPROACHES - LONG FORM

Kevin Streelman, 24 Hours to the PGA Tour  
PGA Tour Productions

2007 Shared Summits K2 Expedition  
NBCSports.com

Fan Life: Full Tilt Full Time  
HBO

Ray of Hope  
ESPN.com

Ruth Lovelace: Chasing a Dream  
NBCSports.com

Outstanding NEW APPROACHES - GENERAL INTEREST

An UnAmerican Tragedy  
ESPN.com

Anatomy of a Play  
NFL Network

Death Race 2007  
ESPN.com

Don't Be Like Mike  
ESPN.com

Inside Spring Training with the White Sox  
312 Media

Outstanding Sports Personality - STUDIO HOST

Al Trautwig  
Versus

Bob Costas  
HBO / NBC

Bryant Gumbel  
HBO

Ernie Johnson  
TNT / TBS

James Brown  
CBS
Outstanding Sports Personality - PLAY-BY-PLAY

Al Michaels  
Jim Lampley  
Jim Nantz  
Joe Buck  
Marv Albert  
Mike Emrick

Outstanding Sports Personality - STUDIO ANALYST

Charles Barkley  
Cris Carter  
Cris Collinsworth  
Jay Bilas  
Terry Bradshaw  
Tom Jackson

Outstanding Sports Personality - SPORTS EVENT ANALYST

Doug Collins  
Gary Danielson  
John Madden  
Phil Simms  
Tim McCarver  
Troy Aikman
Outstanding TECHNICAL TEAM REMOTE

ESPN NASCAR
NASCAR on FOX
NBC Golf Tour
NFL on FOX
Red Bull Air Race World Series

Outstanding TECHNICAL TEAM STUDIO

Football Night in America
MLB Post Season
NASCAR on FOX
NFL on FOX: FOX NFL Sunday
The NFL Today

Outstanding CAMERA WORK

Down the Barrel
Focused
   Human Flight
Focused
   The Future of Freestyling Skiing 2007
Inside the NFL
Mayweather/Hatton 24/7
Road to the Super Bowl
The 2007 Ford Ironman World Championship
Outstanding EDITING

Ali's 65

Hard Knocks: Training Camp with the Kansas City Chiefs

Mayweather/Hatton 24/7

Sport Science

Sunday NFL Countdown

Fear

Super Bowl XLI

The Dick Schaap WRITING AWARD

2007 ING New York City Marathon

Alec Baldwin Open

Costas Now

The Year of the Cheat

E: 60

A Dream Come True: Gunnar Esiason

Every Man A Tiger: The Eddie Robinson Story

Inside the NFL

Lewis Black: Miami Vice & Lonely in LA

Mayweather/Hatton 24/7
Outstanding MUSIC COMPOSITION / DIRECTION / LYRICS

America's Game: The Super Bowl Champions
Barbaro
Dale
Ghosts of Flatbush
Hard Knocks: Training Camp with the Kansas City Chiefs
Kabul Girls Club
NBA on TNT
NBA on TNT: Pre Game Show
US Open Tennis Championships

Outstanding Live Event AUDIO / SOUND

Arena Football
MLB on FOX
NASCAR on FOX
NHL on NBC
World Championship Boxing

Outstanding Post Produced AUDIO / SOUND

MLB on FOX: Pre Game Show
NFL on FOX: FOX NFL Sunday
Road to the Super Bowl
US Open Tennis Championships
Outstanding GRAPHIC DESIGN

ESPN NASCAR
Football Night in America / Sunday Night Football
NBA on TNT
Playoffs
NBA Finals on ABC
Tease / Open
Sport Science

Outstanding PRODUCTION DESIGN / ART DIRECTION

107th U.S. Open Championship
The Open Returns to the Steel City
Amazing Sports Stories

BCS on FOX
NBA All-Star Game
"Wasteland" Tease
NBA All-Star Saturday Night
Tease and various re-teases
Sport Science
The George Wensel TECHNICAL ACHIEVEMENT AWARD

ESPNC NASCAR

Draft Track

Golf on CBS

Swing Vision

Jim Nantz Remembers Augusta - The 1960 Masters

Color Restoration and Colorization

PGA TOUR and LPGA coverage

AimPoint

Sport Science

Sport Science Laboratory

ABC / ESPN / ESPN2

CBS

Golf Channel

FSN

BASE Productions