

AIFA Press Release
For Immediate Release

The 2008
AIFA “Game of the Week”
Presented by United Sports Media

April 10, 2007 - The American Indoor Football Association is pleased to announce they have signed a product placement and syndication agreement with United Sports Media.

United Sports Media and the AIFA will produce and deliver 14 weeks of live primetime Saturday night AIFA regular season football games, beginning, March 1, plus coverage of the playoffs culminating with the 2008 AIFA Bowl II Championship Game.

- The games will be carried by a broad syndicated network of stations and cable systems throughout the US and beyond, reaching into over 15 million homes.
- All games will be produced and aired on Saturday nights in primetime using state of the art production equipment fronted by knowledgeable, experienced Indoor Football on-air-talent.
- Each game will be presented in a 3-hour format with an informative 10-minute pre-game show followed by the kickoff at 10 minutes after the hour.

Within the 3-hour telecast window are many excellent opportunities to promote the AIFA to an attractive audience base on a national basis, both –on-air, as well as on-site in up to a projected 20 different AIFA markets.

Note: in addition, negotiations are currently being finalized to carry both the AIFA “Game of the Week” and weekly support programming on Spanish speaking stations and cable networks both in the US and Mexico. The same is true for weekly delivery in Canada on English speaking stations and cable systems.

Plus-
-Introducing-
“This Week in the AIFA”
Presented by United Sports Media

From the week of March 1st straight through the entire 2008 AIFA regular season and playoffs, AIFA fans across the US will be able to stay abreast of all the exciting activities and action around the league.

Produced in studios in Los Angeles, this 60 minute show will fully chronicle the league, each week with reviews of games played the previous week, previews of the coming weekends’ slate of games, plus plenty of informative interviews and discussion regarding top players, coaches and much more; 24 information packed shows, will air weekly supporting the 2008 AIFA season.