



**NFL FILMS PARTNERS WITH VIVENDI ENTERTAINMENT FOR US AND CANADA
HOME ENTERTAINMENT DISTRIBUTION ACROSS BOTH PHYSICAL AND
DIGITAL RETAILERS**

NFL Films distribution agreement features “Green Bay Packers: Road to Super Bowl XLV” as first release

LOS ANGELES AND NEW YORK, October 17, 2011 – NFL Films, the most honored filmmaker in sports, has selected Vivendi Entertainment (VE) as the exclusive distributor for NFL Films home entertainment programming in the US and Canada. The agreement marks a significant expansion by NFL Films as this is the first time that the company has granted both digital and physical (DVD/Blu-ray) rights for its home entertainment business. The announcement was made today by Barry Wolper, Chief Financial Officer, NFL Films, and Tom O’Malley, President of VE.

As part of the multi-year agreement, VE will now assume the exclusive US and Canadian marketing and distribution of NFL titles, leveraging their highly-anticipated programming across multiple physical and digital platforms. The release schedule will include at least 7-10 new DVD releases each year, the first of which features last year’s Super Bowl winners in “Green Bay Packers: Road to Super Bowl XLV (4 Disc Set).” VE will also distribute the existing NFL Films DVD catalog, which features more than 115 dynamic titles including such fan-favorite collections as the Super Bowls, team histories, the Emmy Award-winning America’s Game: The Super Bowl Champions and Complete Game Sets, which show historically beloved games in their entirety.

“The NFL brand stands for innovative, high-quality entertainment production,” stated Yolanda Macias, Executive Vice President of Acquisitions & Business Development, VE. “And through our extensive distribution network, we are able to offer compelling programming choices to NFL fans - everywhere and however they want to enjoy the content.

“We are proud to begin a new partnership with Vivendi that will make more of NFL Films’ videos available to our fans in more places,” Wolper said.

As part of the exclusive distribution agreement, consumers will be able to find NFL Films DVD titles at retail outlets across the country. Online, NFL Films product can be purchased through iTunes, Best Buy CinemaNow and Vudu.

About NFL Films

Since 1965, NFL Films has revolutionized the way America watches football and set the standard in sports filmmaking. Exclusive all-access sound, stunning cinematography, stirring orchestral music and poignant storytelling are the trademarks of NFL Films. Winner of 105 Emmy® awards, the 46-year-old production division of the National Football League is widely recognized as the most honored filmmaker in sports.

About Vivendi Entertainment

Vivendi Entertainment is a full service independent film, television, DVD and digital distribution company operating in the United States and Canada. Representing a vast range of genres including action, comedy, urban, family, Latino, sports and stand-up comedies, Vivendi Entertainment has become a favorite distribution partner for independent content providers. The company has built an extensive catalog of over 3,000 titles, and its customer-centric business model was founded on the principles of collaboration and financial transparency. The company provides sales, marketing, and distribution services to many of the home entertainment industry's most prestigious brands including: World Wrestling Entertainment, The Weinstein Company, Shout! Factory, Classic Media, Big Idea, RHI, Code Black, National Geographic, Salient, Televisa, Sid and Marty Krofft Pictures and Nelvana. Vivendi Entertainment is a division of Universal Music Group Distribution, the award-winning sales, marketing and distribution arm of Universal Music Group, the world's leading music company.

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