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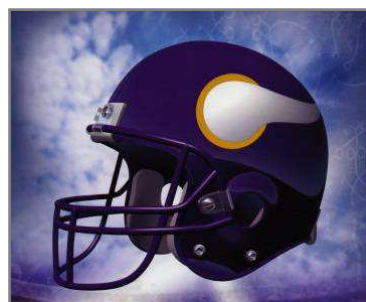
MEDIA CONTACT: Kafi Rouse (757) 398.3152  
Cell (757) 735.6200  
kbrouse@wgnttv.com

## LET'S TALK FOOTBALL!

**GRIDIRON ACTION HAPPENS LIVE ON CW 27!  
THE STEELERS AND THE VIKINGS BATTLE IT OUT IN PRE-SEASON GAME  
ON SATURDAY, AUGUST 23, 2008**



*Live!*  
**ONLY ON CW 27!**



**Gridiron action happens LIVE on CW 27!** The Pittsburgh Steelers visits the Minnesota Vikings for a pre-season game on Saturday, August 23, 2008 at 8 PM. This live broadcast will air only on CW 27, WGNT-TV. The Steelers are the oldest and most championed franchise in the AFC. With a return to the playoffs in 2007 under their new coach Mike Tomlin, Pittsburgh looks to build on last year's success. A very strong draft, and the 1-2 punch of RBs Willie Parker and Rashard Mendenhall, should make the Steelers into Super Bowl contenders.

The Vikings also have something to prove. They finished 8 – 8 and barely missed the playoffs in 2007. Though the Vikings did not make the post season, they proved to have one of the better defenses in the league, especially in the running game, and feature two of the league's best young players in Tarvaris Jackson and Adrian Peterson. With the key additions on defense and offense of Jared Allen, Madiou Williams and Bernard Berrian, the Vikings could surprise many NFL teams in this upcoming season.

"This has got to be the best way to kick-off the 2008 football season!" said CW 27 Vice President and General Manager Steven Solderger. "We're extremely proud of our diverse programming and this *live* NFL football game just makes it even more exciting."

For even more Hampton Roads' excitement, keep an eye on former Denbigh High and William and Mary notable, second-year head coach Mike Tomlin. He's the third head coach for the Steelers in 38 years and the 16<sup>th</sup> in Pittsburgh's history. Born in Hampton, Virginia, Tomlin gives Hampton Roads a hometown hero.

The gridiron action doesn't end there. The ACC Football Season is kicking off only on CW 27 on Saturday, September 6 with a match up between Georgia Tech at Boston College. The following week, Saturday, September 13 is NC State at Clemson. The ACC season will last until Saturday, November 29. All games begin at noon with a pre-game show at 11:30 a.m.

CW 27, WGNT-TV is a part of the CBS Corp. Television Stations Group and currently reigns as one of the highest rated CW affiliates in the country. CW 27 is a dominant television force in Hampton Roads, leading our market with top-rated entertainment like Dr. Phil, Judge Judy, Gossip Girl, America's Next Top Model and Judge Joe Brown and can be seen in HD on channel 707 on Cox Digital Cable in Hampton Roads.



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