



## NATIONAL FOOTBALL LEAGUE

**Greg Aiello**  
*Vice President*  
*Public Relations*

July 31, 2007

Gilbert Bailon  
President  
American Society of Newspaper Editors  
11690 B Sunrise Valley Drive  
Reston, Virginia 26191

Dear Mr. Bailon:

Thank you for your letter of July 24, 2007. Commissioner Goodell appreciates your interest and has asked that I respond in order to clarify our sideline vest policy and eliminate the confusion that now surrounds it.

In order to better manage the sidelines during our games, we decided to issue identification vests to all members of the media on the sidelines. These vests are intended to serve both safety and security purposes. Based on our experience at the Super Bowl, where such vests have been used for many years, we believe that the new vests for all of our games will make it easier for security personnel to locate and remove unauthorized personnel, ensuring better working conditions for representatives of the media that are properly on the sidelines. More than half of NFL clubs have used vests during the regular-season in years past. The new program now makes that practice consistent across all 32 NFL teams.

A feature of the vest program that has received significant attention is the inclusion of corporate logos of Canon and Reebok.

These logos are very small (less than one-inch high) and are not intended to be visible to the television audience. The Super Bowl vests, which are made by Reebok, have included a small Reebok logo for many years. The Canon logo is a new addition and one that we believe is appropriate given Canon's commitment to fund the costs of the vests.

This is not an attempt to provide media exposure for sponsors. This is a game operations program to enhance the safety and security of sideline personnel during NFL games. We have no plans to add additional logos to these vests or to increase the size or prominence of these marks.

Mr. Gilbert Bailon

July 31, 2007

-2-

If our goal had been media visibility, we would have allowed Canon to display its name in much larger letters on the back of the vests were it could more readily be seen by the television cameras that are located above and behind the photographers. Instead, "Canon" appears in letters only .7 inches high, less than a quarter of the size of the NFL shield logo and no larger than the logo of Reebok, the actual manufacturer of the vest. By contrast, the back of the vest features, in much larger letters that are intended to be readily visible to security personnel, the word "photographer" (1.6 inches high) or "media" and an identifying number (1.9 inches high).

The Canon and Reebok logos are the only non-NFL logos on the vest. Both logos are directly related to the manufacture of the vest. Given this, it is inaccurate to characterize them as "advertising messages" sold to NFL sponsors or others.

It has been pointed out both publicly and privately by members of the media that the presence of corporate logos on vests at sporting events is standard in the industry. The size, placement and positioning of the logos on NFL vests is less intrusive than what is considered accepted practice in much of the sports world.

In fact, the Associated Press director of photography has reviewed the vest design and concluded publicly that the Canon and Reebok logos are both reasonably sized. He also acknowledged that the presence of such logos on event vests is common at sporting events worldwide.

Please feel free to contact me if you have any questions.

Best regards,

A handwritten signature in black ink that reads "Greg Aiello". The signature is written in a cursive, flowing style with a prominent "G" and "A".

GREG AIELLO