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## **WBZ-TV and TV38 SCORE “PATRIOTS ALL ACCESS,” “TOTALLY PATRIOTS,” AND PATRIOTS PRE-SEASON GAMES**

Boston, Mass. – Wednesday, January 21, 2009 - **WBZ-TV** and **TV38** (WSBK-TV) today announced that the stations have entered into an exclusive television rights agreement with **the New England Patriots** and **Kraft Sports Productions** to broadcast **“Patriots All Access,” “Totally Patriots,”** and any non-network **preseason Patriots games**. The partnership is effective immediately.

**“Patriots All Access,”** winner of the 2007 New England Emmy Award for Best Sports Series, will air on WBZ-TV Fridays at 7 p.m. and on TV38 Sundays at 9 a.m. The program features exclusive, behind-the-scenes access and in-depth weekly stories on Patriots players and personnel. The show features weekly sit-downs with Head Coach Bill Belichick including the popular "Belestrator" segment where the coach breaks down upcoming opponents.

**“Totally Patriots,”** a weekly youth-oriented football show, will air on TV38 Sundays at 10 a.m. “Totally Patriots” gives the next generation of Patriots fans unprecedented access to their favorite players, enabling them to ask questions in a relaxed, informal setting. The program also includes football tips from Patriots players as well as the opportunity to win college scholarships by writing weekly essays about the Patriots.

“We are thrilled to be able to expand our existing partnership with The Kraft Sports Group,” said Ed Piette, President and General Manager of WBZ-TV and TV38. “This new programming agreement compliments our award-winning CBS coverage of the New England Patriots and the entire AFC.”

“We are happy to expand on what has been a successful, long-term working partnership with WBZ-TV and TV38,” said Murray Kohl, Patriots vice president of sales. “There is an incredible demand for Patriots content and WBZ will lead the market with an impressive lineup of Patriots programming. It’s a great complement to the many regular season Patriots games broadcast by CBS and available on WBZ-TV.”

**Here's the full slate of Patriots programming on WBZ-TV and TV38 during the 2009 season:**

<b><u>Name of Program</u></b>	<b><u>Station and Time:</u></b>
<b>“Patriots All Access” Regular Season</b>	WBZ-TV – Friday, 7 - 8 p.m. TV38 – Sunday, 9 - 10 a.m.
<b>“Patriots All Access” Pre Season and Playoffs</b>	WBZ-TV – Friday, 7 - 7:30 p.m. TV38 – Sunday, 9 - 9:30 a.m.
<b>“Totally Patriots”</b>	TV38 – Sunday, 10 – 10:30 a.m.
<b>“New England Patriots 5<sup>th</sup> Quarter Presented by New England Ford Dealers and Sovereign Bank”</b>	Immediately following all New England Patriots games. Station and time TBD depending on network and/or competitive programming.
<b>“New England Ford Patriots Game Day”</b>	WBZ-TV - Sunday, 11:30 a.m. - Noon
<b>“Patriots This Week”</b>	TV38 – Saturday, 10 - 10:30 p.m.
<b>Pre-season Patriots games</b>	Games TBD
<b>Regular Season Patriots games</b>	TBD
<b>“New England Ford Dealers Sports Final”</b>	WBZ-TV – Sunday, 11:30 p.m. - Midnight all year long

Boston’s WBZ-TV and TV38 are part of CBS Television Stations, a division of CBS Corporation.

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