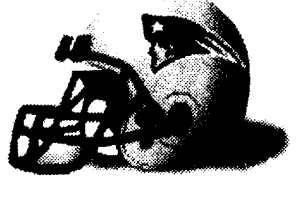


Supersize your Super Bowl knowledge



Super Bowl Recaps

Game	Date	Results
XXXVII	Jan. 26, 2003	Tampa Bay 48, Oakland 21
XXXVI	Feb. 3, 2002	New England 20, St. Louis 17
XXXV	Jan. 28, 2001	Baltimore 34, N.Y. Giants 7
XXXIV	Jan. 30, 2000	St. Louis 23, Tennessee 16
XXXIII	Jan. 31, 1999	Denver 34, Atlanta 19
XXXII	Jan. 25, 1998	Denver 31, Green Bay 24
XXXI	Jan. 26, 1997	Green Bay 35, New England 21
XXX	Jan. 28, 1996	Dallas 27, Pittsburgh 17
XXIX	Jan. 29, 1995	San Francisco 49, San Diego 26
XXVIII	Jan. 30, 1994	Dallas 30, Buffalo 13
XXVII	Jan. 31, 1993	Dallas 52, Buffalo 17
XXVI	Jan. 26, 1992	Washington 37, Buffalo 24
XXV	Jan. 27, 1991	N.Y. Giants 20, Buffalo 19
XXIV	Jan. 28, 1990	San Francisco 55, Denver 10
XXIII	Jan. 22, 1989	San Francisco 20, Cincinnati 16
XXII	Jan. 31, 1988	Washington 42, Denver 10
XXI	Jan. 25, 1987	N.Y. Giants 39, Denver 20
XX	Jan. 26, 1986	Chicago 46, New England 10
XIX	Jan. 20, 1985	San Francisco 38, Miami 16
XVIII	Jan. 22, 1984	L.A. Raiders 38, Washington 9
XVII	Jan. 30, 1983	Washington 27, Miami 17
XVI	Jan. 24, 1982	San Francisco 26, Cincinnati 21
XV	Jan. 25, 1981	Oakland 27, Philadelphia 10
XIV	Jan. 20, 1980	Pittsburgh 31, L.A. Rams 19
XIII	Jan. 21, 1979	Pittsburgh 35, Dallas 31
XII	Jan. 15, 1978	Dallas 27, Denver 10
XI	Jan. 9, 1977	Oakland 32, Minnesota 14
X	Jan. 18, 1976	Pittsburgh 21, Dallas 17
IX	Jan. 12, 1975	Pittsburgh 16, Minnesota 6
VIII	Jan. 13, 1974	Miami 24, Minnesota 7
VII	Jan. 14, 1973	Miami 14, Washington 7
VI	Jan. 16, 1972	Dallas 24, Miami 3
V	Jan. 17, 1971	Baltimore 16, Dallas 13
IV	Jan. 11, 1970	Kansas City 23, Minnesota 7
III	Jan. 12, 1969	N.Y. Jets 16, Baltimore 7
II	Jan. 14, 1968	Green Bay 33, Oakland 14
I	Jan. 15, 1967	Green Bay 35, Kansas City 10

Super Bowl MVPs

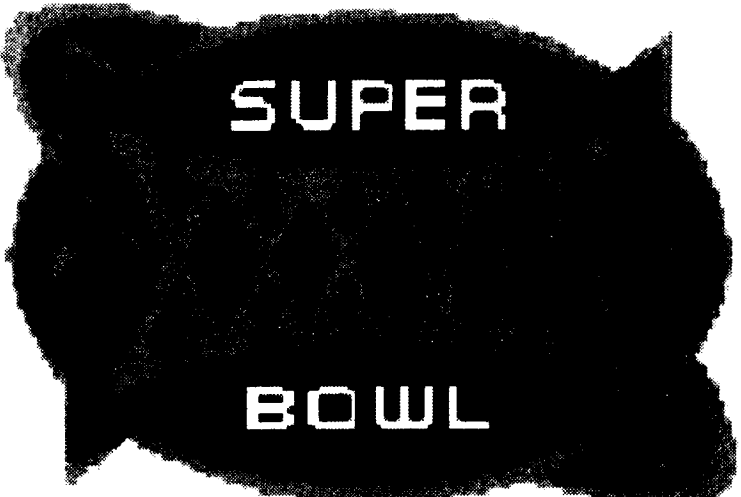
Game	Date	Most Valuable Player
XXXVII	Jan. 26, 2003	Dexter Jackson
XXXVI	Feb. 3, 2002	Tom Brady
XXXV	Jan. 28, 2001	Ray Lewis
XXXIV	Jan. 30, 2000	Kurt Warner
XXXIII	Jan. 31, 1999	John Elway
XXXII	Jan. 25, 1998	Terrell Davis
XXXI	Jan. 26, 1997	Desmond Howard
XXX	Jan. 28, 1996	Larry Brown
XXIX	Jan. 29, 1995	Steve Young
XXVIII	Jan. 30, 1994	Emmitt Smith
XXVII	Jan. 31, 1993	Troy Aikman
XXVI	Jan. 26, 1992	Mark Rypien
XXV	Jan. 27, 1991	Ottis Anderson
XXIV	Jan. 28, 1990	Joe Montana
XXIII	Jan. 22, 1989	Jerry Rice
XXII	Jan. 31, 1988	Doug Williams
XXI	Jan. 25, 1987	Phil Simms
XX	Jan. 26, 1986	Richard Dent
XIX	Jan. 20, 1985	Joe Montana
XVIII	Jan. 22, 1984	Marcus Allen
XVII	Jan. 30, 1983	John Riggins
XVI	Jan. 24, 1982	Joe Montana
XV	Jan. 25, 1981	Jim Plunkett
XIV	Jan. 20, 1980	Terry Bradshaw
XIII	Jan. 21, 1979	Terry Bradshaw
XII	Jan. 15, 1978	Randy White, Harvey Martin
XI	Jan. 9, 1977	Fred Biletnikoff
X	Jan. 18, 1976	Lynn Swann
IX	Jan. 12, 1975	Franco Harris
VIII	Jan. 13, 1974	Larry Csonka
VII	Jan. 14, 1973	Jake Scott
VI	Jan. 16, 1972	Roger Staubach
V	Jan. 17, 1971	Chuck Howley
IV	Jan. 11, 1970	Len Dawson
III	Jan. 12, 1969	Joe Namath
II	Jan. 14, 1968	Bart Starr
I	Jan. 15, 1967	Bart Starr

Super Bowl Fun Facts

- *Most Super Bowls generate \$100 million in merchandise sales bearing the Super Bowl logo. The all-time high was Super Bowl XXXI, Green Bay over New England, \$120 million.
- *The Super Bowl is the top at-home party event of the year, surpassing New Year's Eve (Hallmark Cards, Inc.)
- *Super Bowl Sunday is the second largest day of food consumption behind only Thanksgiving (American Institute of Food Distribution).
- *The NFL licenses 50 companies to produce products bearing the Super Bowl logo — including party plates, invitations, aprons, helmet chip and dip sets, banners, pennants and dishes.
- *Nine of the 10 most-watched TV programs of all time are Super Bowls.
- *An estimated 14,500 tons of chips and 4,000 tons of popcorn are eaten on Super Bowl Sunday.
- *The California Avocado Commission says that on Super Bowl Sunday, Americans scarf down 8 million pounds of guacamole.
- *Sales of antacid increase 20 percent the day after Super Bowl Sunday.
- *Six percent of Americans will call in sick the day after Super Bowl Sunday.
- *Super Bowl Weekend is the slowest weekend for weddings.
- *Sales of large-screen TVs increase five times during Super Bowl Week (National Electronic Dealers Assoc.).
- *Fans spend more than \$50 million on food during the four days of the Super Bowl weekend (Thursday-Sunday).
- *Fourteen miles of soft-drink pipeline leading to 160 dispensers serve fans at the game.

Super Bowl Half Time Recap

Super Bowl	Talent
I	Universities of Arizona & Michigan Bands
II	Grambling University Band
III	Florida A&M University
IV	Carol Channing
V	Florida A&M Band
VI	Ella Fitzgerald, Carol Channing, Al Hirt & U.S. Marine Corps Drill Team
VII	University of Michigan Band & Woody Herman
VIII	University of Texas Band
IX	Mercer Ellington & Grambling University Bands
X	Up With People
XI	Los Angeles Unified All-City Band & Crowd Participation
XII	Tyler Apache Belles, Pete Fountain & Al Hirt
XIII	Ken Hamilton, various Caribbean Bands
XIV	Up With People
XV	Southern University Band, Helen O'Connell
XVI	Up With People
XVII	Los Angeles Super Drill Team
XVIII	University of Florida and Florida State University Bands
XIX	U.S. Air Force Band: "Tops in Blue"
XX	Up With People
XXI	Southern California-area high school drill teams and dancers
XXII	Chubby Checker/Rockettes & 88 grand pianos
XXIII	South Florida-area dancers and performers & 3-D effects
XXIV	Pete Fountain/Dough Kershaw/Irma Thomas
XXV	New Kids on the Block
XXVI	Gloria Estefan/Brian Boitano/Dorothy Hamill
XXVII	Michael Jackson & 3,500 local children
XXVIII	Clint Black/Tanya Tucker/Travis Tritt/Wynonna & Naomi Judd
XXIX	Patti LaBelle/Tony Bennett/Arturo Sandoval/Miami Sound Machine
XXX	Diana Ross
XXXI	Blues Brothers-Dan Akroyd, John Goodman/James Belushi/ZZ Top/James Brown
XXXII	Boyz II Men/Smokey Robinson/Martha Reeves/Temptations/Queen Latifah
XXXIII	Stevie Wonder/Gloria Estefan/Big Bad Voodoo Daddy/ tap dancer Savion Glover
XXXIV	Phil Collins, Christina Aguilera, Enrique Iglesias, Toni Braxton, 80-person choir
XXXV	Aerosmith and *NSYNC
XXXVI	U2
XXXVII	Shania Twain
XXXVIII	Janet Jackson



Super Bowl Trivia

- Cost of the Vince Lombardi Trophy:** \$12,000.
- Who makes the Super Bowl Trophy:** Tiffany & Co. of New York.
- Cost of Super Bowl Rings:** League pays for up to 125 rings at \$5,000 per ring (plus adjustments for increases in gold and diamonds). League also pays for 125 pieces of jewelry for the losing team, which may not cost more than one-half the price set for the Super Bowl ring.
- Highest attendance at a Super Bowl:** The highest Super Bowl attendance is 103,985, for Super Bowl XIV, between the Pittsburgh Steelers and the Los Angeles Rams at the Rose Bowl, Pasadena, Calif., on Jan. 20, 1980.
- Largest TV audience in American Football:** The greatest ever TV audience for an American football match was 138.5 million viewers watching the NBC transmission of Super Bowl XXX on Jan. 28, 1996.
- Most touchdowns in a Super Bowl:** The greatest number of touchdowns in a Super Bowl game is three - a record first set by Roger Craig in 1985, equalled by Jerry Rice in 1990 and 1995, by Ricky Watters in 1995 and by Terrell Davis in 1998.

Super Bowl XXXVIII Information

Site: Reliant Stadium, Houston
Date: Feb. 1, 2004
Game time: 6:25 p.m. ET
Note: This is the second Super Bowl held in Houston. The city previously hosted Super Bowl VIII on Jan. 13, 1974.

Average Price of Super Bowls' 30-Second Commercials

Year	Price
1967	\$42,000
1968	\$54,000
1969	\$67,500
1970	\$78,200
1971	\$72,000
1972	\$86,000
1973	\$103,500
1974	\$107,000
1975	\$110,000
1976	\$125,000
1977	\$162,000
1978	\$185,000
1979	\$222,000
1980	\$275,000
1981	\$324,300
1982	\$345,000
1983	\$400,000
1984	\$450,000
1985	\$500,000
1986	\$550,000
1987	\$575,000
1988	\$600,000
1989	\$675,000
1990	\$700,000
1991	\$800,000
1992	\$800,000
1993	\$850,000
1994	\$900,000
1995	\$1,000,000
1996	\$1,100,000
1997	\$1,200,000
1998	\$1,300,000
1999	\$1,600,000
2000	\$2,100,000
2001	\$2,050,000
2002	\$1,900,000
2003	\$2,100,000
2004	\$2,250,000

Best Super Bowl Commercials

10. Master Lock: "Marksman" (1974)
9. Electronic Data Systems: "Herding Cats" (2000)
8. Budweiser: "Cedric" (2001)
7. Monster.com: "When I Grow Up" (1999)
6. Pepsi: "Diner" (1995)
5. McDonald's: "Showdown" (1993)
4. Xerox: "Monks" (1977)
3. Pepsi: "Apartment 10G" (1987)
2. Budweiser: "Frogs" (1995)
1. Apple: "1984" (1984)

Sources:
www.adage.com;
www.nfl.com/fans/forher/sb_funfacts.html;
www.superbowltickets.net/superbowlfacts.htm;
www.superbowl.com;
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