

For Immediate Release:

December 5, 2007

THIS WEEK IN SPORTS ILLUSTRATED:
SI NAMES BRETT FAVRE 2007
SPORTSMAN OF THE YEAR

Also in this week's issue:
A Cardiac Threat to Young Athletes;
The Message of Sean Taylor;
College Football Playoffs?;
And Hockeytown U.S.A.

**SI PLAYERS NFL POLL: "Who is the NFL's most
overrated running back?"**

Players pick: Shaun Alexander, Seahawks...19%

*This week's issue of Sports Illustrated hits newsstands
today.*

ON THE COVER: A Portrait of Green Bay Packers QB and
2007 Sportsman of the Year Brett Favre with the billing,
"SPORTSMAN OF THE YEAR...Brett Favre." (A Jpeg of the
cover is attached)

HIGHLIGHTS FROM THE ISSUE:

· **2007 SPORTSMAN OF THE YEAR:** The Packers'
iron man is, at 38, enjoying one of his finest NFL seasons.
His passing is more precise, his leadership more evident
than ever, but his greatest attribute is the devotion he
inspires in those he touches – and his dedication to making
their lives better, writes Alan Shipnuck in "Sportsman of the
Year." Additional coverage includes:

· **PRO FOOTBALL:** He had been dead less than nine

hours when a website ran the headline Taylor's death is tragic but not surprising. So much for resting in peace, writes Jim Trotter in "The Message of Sean Taylor."

Additional NFL coverage includes:

- o **Wayne's World:** In Marvin Harrison's absence, longtime No. 2 receiver Reggie Wayne has kept the Colts' passing game clicking, writes Lee Jenkins.

- **COLLEGE FOOTBALL:** With all due respect to Ohio State and LSU, if ever a season screamed for the BCS to be blown up, it's this one. But that won't happen until the folks at the Rose Bowl come to their senses, writes Austin Murphy in "Can You Say Playoff?"

- **HOCKEY:** With Detroit's claim to fame undermined by poor attendance at Red Wings games, SI set out to find the U.S. city that can rightfully call itself the capital of hockey in this country, writes Michael Farber in "In Search of...Hockeytown U.S.A."

- **PRO BASKETBALL:** With his childlike enthusiasm and spectacular athleticism, rebounding and dunking savant Dwight Howard, in only his fourth year, has quickly turned the NBA into his own Magic kingdom, writes Jack McCallum in "Growth Spurt." Additional NBA coverage includes:

- o **The Next AI?:** In dealing Allen Iverson, the Sixers made Andre Iguodala their franchise player. He may not be up to the role, writes Chris Mannix.

- € **BROKEN HEARTS:** In "Following the Trail of Broken Hearts," David Epstein writes a congenital cardiovascular abnormality has become a leading killer of young athletes in the U.S. So why isn't more being done to save those who have it?

- **ROLLE CALL:** Members of the Rolle clan, descended from the Bahamas, have left their mark on football, baseball, basketball, track and other college and pro sports

in the U.S., writes S.L. Price in "The Story of the Best Name in Sports."

- **POINT AFTER:** SI is reintroducing POINT AFTER on the back page. This week, Peter King writes a private story about SI's Sportsman of the Year, Brett Favre.

SI PLAYERS -- Life On and Off the Field:

- **SCORECARD:** He didn't have a great track record – but that was part of Evel Knievel's allure, writes Richard Hoffer in "The Man Who Jumped Over Stuff."
- **FIRST PERSON:** *SI Players* checks in with Denver Nuggets center Marcus Camby.
- **NEWSMAKERS:** Remembering speedy Bill Willis, who helped integrate the NFL, writes Paul Zimmerman in "Blazing Through Barriers."
- **SI PLAYERS NFL POLL: "Who is the NFL's most overrated running back?"** Players pick:
 - o **Shaun Alexander, Seahawks...19%**
 - o Edgerrin James, Cardinals...14%
 - o Larry Johnson, Chiefs...11%
 - o Willis McGahee, Ravens...10%
 - o Reggie Bush, Saints...7%

ON SI.COM:

- **College Football's Second Season:** Starting this week on SI.com, the fans' votes determine the winner of our 16-team tournament. Other college football coverage this week includes:
 - o **Time for a real playoff:** SI writers offer their BCS solutions.
 - o **The Heisman Watch:** Gene Menez's final rundown of the candidates includes a Q&A with front-runner Tim Tebow of Florida.
 - o **From Poinsettia to Fiesta:** Stewart Mandel ranks the bowl games, 1 to 32.

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