2009 SAMSUNG 49ERS RADIO NETWORK

The 49ers flagship stations include KNBR 680/1050 and KSAN 107.7 The Bone. KNBR is the undisputed sports leader in Northern California. With its dominant 50,000-watt non-directional signal, KNBR 680 reaches all of Northern California during the day and 11 western states at night.

In addition to full game day coverage that include a comprehensive live three-hour pre-game show each week and full post-game coverage following each game broadcast, KNBR 680/1050 and KSAN 107.7 The Bone will air unprecedented week-long coverage of the 49ers from training camp through the NFL playoffs to provide the most extensive up-to-the-minute coverage in the area.

THE RADIO BROADCAST TEAM

Ted Robinson joins the 49ers for his first season as the play-by-play voice for the organization. Robinson has ties to the organization, having previously served as the third member of the 49ers radio broadcast team in 1983 with Don Klein and Don Heinrich. He also anchored pre/post-game coverage on 49ers radio.

Robinson also has been a play-by-play man for the last six Olympic Games, and for the past 22 years, has been the main broadcaster for the USA Network’s coverage of the U.S. Open. Robinson can also be heard and seen as the lead announcer of NBC’s coverage of the French Open and The Championships, Wimbledon. He has also called many other sports, including NCAA Basketball Championship of the NFL, Notre Dame Football on SportsChannel America and Pac-10 football/studio host for Versus and Pac-10 basketball on FSN.

Back for his 12th season, Gary Plummer will join Robinson to provide analysis and color to the KNBR broadcasts. Plummer is a San Francisco 49ers alumnus who played for the franchise from 1994–1997 as a star linebacker. Plummer is a native of the San Francisco Bay Area and played college football at California. He began his broadcasting career in 1997 in Los Angeles, where he was a commentator for Monday Night Live on the ABC affiliate. Plummer had a professional football career that spanned 15 years.

A familiar voice in Bay Area radio, Rod Brooks is in his fourth year with the 49ers radio broadcast team as the sideline reporter. Brooks has been with KNBR for 12 years and currently co-hosts KNBR 680’s Midday Show: Fitz and Brooks. Brooks mixes knowledge of sports with a hip, down-to-earth perspective of a true sports fan. His style is serious, aggressive and slightly sarcastic, and is characterized by his conversationalist approach and constant interaction with listeners. Brooks graduated from LSU with a degree in broadcast journalism.
49ERS ON THE AIR

San Francisco’s radio partnership gives fans one of the most comprehensive radio deals in the NFL providing 20 hours of on-air programming each week on KNBR 680/1050 and KSAN 107.7 FM The Bone.

THE GAME DAY PROGRAMMING WILL CONSIST OF:

Pre-Game Show:
Three (3) hours before each game to air on KNBR 680 or 1050.

Game Broadcasts:
Play-By-Play portion of the game day broadcasts on KNBR 680 or 1050 and on 107.7 The Bone.

Post-Game Show:
Two (2) hours after each game to air on KNBR 680 or 1050.

SAMSUNG 49ERS RADIO NETWORK

The 2009 San Francisco 49ers Radio Network is made up of the following twenty-two (22) stations in four (4) states reaching over 30 million listeners with stations in 4 of the top 70 media markets in the United States.

2009 SAMSUNG 49ERS RADIO NETWORK

Flagship Stations

<table>
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<th>Call Letters</th>
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<tr>
<td>KSAN</td>
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Affiliates

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<tr>
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<tr>
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<td>1400 AM</td>
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<td>KION</td>
<td>1460 AM</td>
<td>Salinas, CA</td>
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<td>1230 AM</td>
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<tr>
<td>KUIK</td>
<td>1360 AM</td>
<td>Hillsboro /Portland, OR</td>
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<tr>
<td>KPUA</td>
<td>670 AM</td>
<td>Hilo, HI</td>
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<tr>
<td>KNCO</td>
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<td>Grass Valley, CA</td>
</tr>
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2009 49ERS HISPANIC RADIO BROADCASTS

For the third year in arrow, the 49ers will be working with Marcos Gutierrez Productions on the Spanish play–by–play broadcasts for the 49ers games.

The San Francisco–based MGP has worked on media projects in the Bay Area for more than two decades. The games will be broadcasted through KIQI radio 1010 AM in San Francisco and KATD 990 AM in Sacramento. KIQI Radio is well–known for its commitment to service the Latino Community, and Marcos Gutierrez Productions has received awards for the company’s journalistic excellence in programming.

49ERS HISPANIC RADIO NETWORK AFFILIATES

<table>
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<tr>
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<tr>
<td>KATD</td>
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CBS 5/CW Bay Area are the official television partners of the San Francisco 49ers preseason broadcasts and the flagship television stations of the San Francisco 49ers Television Network. Both are part of the CBS Television Stations Group. CBS 5 has roots that date back to 1948 as the first television station in Northern California. CW Bay Area began in 1968 as the first UHG station in the Bay Area.

THE TELEVISION PLAY-BY-PLAY BROADCAST TEAM

Veteran broadcaster Dennis O’Donnell is back for the broadcasts along with color analyst Eric Davis and sideline reporter Kim Coyle.

Dennis O’Donnell serves as the Sports Director at CBS 5 and appears Sunday through Thursday on Eyewitness News. In 2008 he won Emmy awards for Best Sports Talent and Best Sports Feature. He also took home the 2008 Associated Press’ Mark Twain Award for Best Sportscast. The three-time Emmy winner joined the CBS 5 News Team in August of 2000 and has been a fixture in Bay Area sports broadcasting since 1982. O’Donnell enters his ninth season as the preseason voice of the 49ers, calling the play-by-play on CBS 5. He has called play-by-play for 88 sporting events since 1999, including Stanford and University of San Francisco basketball for Fox Sports and Bay TV. O’Donnell also hosts CBS 5’s NFL post-game show The 5th Quarter, 49ers Preview, 49ers Press Pass and the top-rated Sunday night sports show Gameday every Sunday night at 11:30 p.m.

Eric Davis

Davis, entering his second season as the color analyst for the 49ers pre-season broadcast games is a 13 year NFL veteran was the starting cornerback on the team’s Super Bowl XXIX Championship team. He is a two-time Pro Bowler and was an All-Pro selection in 1995. Davis is one of only two players in NFL history to have five or more interceptions in five consecutive seasons (1996–2000). He is also the all time leader in consecutive NFL playoff games (5) with at least one interception.

Kim Coyle

Coyle, a two-time Emmy nominated anchor and reporter enters her fourth season as sideline reporter. During training camp and throughout the entire season, Kim covers the 49ers extensively, filing reports from the team’s practice session in Santa Clara to post-game at Candlestick Park, where she conducts live interviews with the 49ers play-makers. Kim is also a contributor to the station’s NFL programs 49ers Preview, The 5th Quarter and Gameday.

49ERS TELEVISION LINEUP

In addition to the broadcasts of all pre-season and regular season games, the San Francisco 49ers are proud to have over 250 hours of shoulder programming throughout the season, more than any other NFL franchise. The 49ers television programming consists of the following:

49ers Preseason Game Broadcasts

All games will air on KPIX CBS 5 and will be broadcast in High Definition (HD).

- Friday, August 14, 7:00 p.m. 49ers vs. Denver Broncos
- Saturday, August 22, 5:15 p.m. 49ers vs. Oakland Raiders
- Saturday, August 29, 3:00 p.m. 49ers @ Dallas Cowboys
- Friday, September 4, 7:00 p.m. 49ers @ San Diego Chargers

*All Times Pacific

49ers Preseason Game Re-Broadcasts

4 shows air on CW Bay Area

Catch a replay of 49ers pre-season game during the weekend following the game. Check CW for listings in your area.

49ers Preview

16 shows air on CBS 5

“49ers Preview” is the longest running weekly 49er program in the Bay Area. Join CBS 5 sports anchor Dennis O’Donnell and former 49er Cornerback Eric Davis as they break down the 49ers game from the previous weekend and take a look at the team’s upcoming opponent on CBS 5, Saturdays at 5 p.m. during the regular season. Enjoy a look inside the locker room for in-depth interviews with players and coaches including a weekly sit down with Head Coach Mike Singletary.

49ers Press Pass with Mike Singletary

16 shows air on CW Bay Area 44

Each week during the regular season, CBS 5’s Dennis O’Donnell will take viewers to 49ers headquarters to hear Head Coach Mike Singletary recap the previous weekend’s game and analyze the 49ers upcoming opponent. “Press Pass” airs Tuesdays at 12:30 a.m. Webcasts of the 49ers press conferences will also be streamed live on CBS5.com.
**49ERS TELEVISION LINEUP ON KTVU FOX 2 AND KICU**

**49ers Total Access**  
20 shows air on KTVU Fox 2  
Hosted by Joe Fonzi and Kim Yonenaka, 49ers Total Access is a weekly program airing on KTVU, KICU, CSNBA and NFL Network. The magazine–style show takes the viewer behind the scenes of the San Francisco 49ers during the season and includes interviews with both the current and past stars of the franchise.  
The show airs Saturdays 5:30pm on KTVU and Saturdays 6:30pm on KICU and multiple re–airings on CSNBA each week. The show can also be seen on NFL Network and on Comcast’s Video–On–Demand system. Reporter Melissa Galvin joined the show in 2008 and was featured in several community segments and special projects. Total Access is the signature television show of the San Francisco 49ers.

**49ers Red & Gold Specials**  
4 shows air on KTVU Fox 2 or KICU 36  
Relive the great memories of the San Francisco 49ers rich history through the eyes of the team’s greatest players. Hosted by Joe Fonzi, these specials will provide viewers with up close access to Bay Area football legends including Bill Walsh, Steve Young, Keena Turner, Abe Woodson, members of the Million Dollar Backfield, Frank Nunley, Bob St. Clair, Dwight Hicks, Y.A. Tittle, Dave Wilcox, Jesse Sapolu, Merton Hanks, Billy Wilson, Lon Simmons, Jimmy Johnson, Joe Perry, R.C. Owens and many more.  
The shows will provide a first person perspective on the 49ers and the events in team history most cherished by the 49ers Faithful. Each 30–minute broadcast will be filled with stories and highlights of the moments that have thrilled Bay Area fans for the past six decades. Show is broadcast during Training Camp and the pre–season.

**49ERS TELEVISION LINEUP ON COMCAST SPORTSNET BAY AREA**

**49ers Post-Game Report**  
17 shows to air on Comcast Sports Net Bay Area (CSNBA)  
The show is set to be hosted by Gary Radnich and former San Francisco Mayor Willie Brown featuring a prominent on–field set during all regular season home games and one pre–season home game. Radnich and Brown will also be in–studio during away games with reports from the locker room and hosting interviews with key players and coaches along with team executives.

**49ers Insider**  
20 shows air on Comcast Sports Net Bay Area (CSNBA)  
The show will provide one–on–one interviews with a wide range of guests from the 49ers past and present stars along with current key team personnel. Each 30–minute show is dedicated to a full–length interview that will deliver great insight and more stories than the evening sportscaster can provide.

**49ers Head Coach Press Conference**  
16 shows air on Comcast Sports Net Bay Area (CSNBA)  
Each week during the regular season, CSNBA will provide a one hour show for inside access to the weekly Head Coach Press Conference.

**NFL Network Local Edition**  
Featured 49ers shows air weekly on NFL Network Local Edition for the following programs:  
• Total Access  
• 49ers Press Pass

**49ERS.COM**

Log on to 49ers.com for all of the latest news and highlights of your favorite team.
In loving memory of their mother, Marie P. DeBartolo, San Francisco 49ers Owner Denise DeBartolo York and her brother, Edward J. DeBartolo Jr., dedicated the team’s training facility and office complex to her in August of 1988.

Situated on an 11-acre site in Santa Clara, CA (approximately 40 miles south of Candlestick Park), the complex provides players, coaches and staff with all the necessary components for daily practices, weekly game preparations and general overall operations in one functional, state-of-the-art setting.

From its master blueprint to the smallest of details, the facility exemplifies the DeBartolos’ strive for perfection and drive for superiority. It also reflects their dedication to the organization and first-class standard for operating procedures.

Two natural grass practice fields with underground drainage and watering systems allow for workouts in all Northern California weather conditions. A synthetic turf practice field from Sportexe was installed in 2006 to maximize the team’s versatility and safety on different playing surfaces. The field turf also enables the 49ers to make a smooth transition for practice if the natural grass becomes unusable due to inclement weather.

A two-story, 52,000 square foot building (more than three times the space the 49ers had at their previous location in Redwood City) houses all administrative and coaching offices with the exception of the ticket office and stadium operations.

The ground floor contains a spacious locker room area with 60 permanent lockers and allocations for extra (portable) lockers to be used during mini-camps and training camp when squads are larger.

A well-equipped weight room and training area downstairs accommodates both preventative and rehabilitative conditioning. A 30-by-40-foot hydro-therapy indoor swimming pool is also available.

Also located downstairs are numerous meeting rooms, each featuring a digital projection unit, allowing players and coaches the opportunity to analyze previous games, practice sessions and upcoming opponents.

Media facilities including a 120-seat auditorium and conference room (wired for live television broadcasts from the site), make the set-up ideally suited for weekly press conference coverage and daily reporting duties. Located just outside the weight room is a canopied patio area used for team meals, press luncheons and other team-related activities.
Throughout the 49ers 60-plus year history, the Club has shared a commitment to its faithful fans and the community.

To further this objective, in 2006, the 49ers took a stand in the community advocating the value of respect through a new outreach campaign created to target youth in the Bay Area.

The Respect Campaign leverages the power of the 49ers brand, its player and coaches to share the importance of respect and its central role in helping young people become good community citizens.

As part of the campaign, members of the 49ers organization take part in a variety of community events to reach out to youth and impart the value of respect in three important areas of their lives: families, schools and communities.

Making an Impact through Community Outreach
Each year, the 49ers players, coaches and staff participate in more than 170 community activities and events, contributing more than 3,500 hours of volunteer time in the

San Francisco Bay Area. Through these events, more than 327,000 people are impacted by the 49ers community outreach efforts, including over 38,000 children.

SAN FRANCISCO 49ERS FOUNDATION
The San Francisco 49ers Foundation, founded in 1991, is the non-profit community funding arm of the San Francisco 49ers. The 49ers Foundation supports development programs for underserved youth that keep them safe, on track and in school. A significant portion of its funding goes toward family violence prevention programs and activities that teach youth leadership and respect.

Through the leadership of 49ers team Owners Denise and John York, the 49ers Foundation has donated more than $8 million over the last seven years to non-profits throughout the San Francisco Bay Area.

49ERS FOUNDATION BOARD MEMBERS
Robert Fischbach, Barclays Global Investors
Rick Frisbie, Franklin Templeton Investments
Seth Gersch, Fox Paine and Company, LLC
Jan Katzoff, SportsMark Management Group, Ltd.
Dr. Stephen Ronan, Blackhawk Plastic Surgery
Kimberlee Swig
Mike Wirth, Global Downstream, Chevron Corporation
Clothilde Hewlett, Nossaman, LLP
Keena Turner, San Francisco 49ers
Reg Duhe', Executive Director, San Francisco 49ers Foundation

SIGNATURE FUNDRAISING PROGRAMS
Hedge Funds Cares
Hedge Funds Cares is an industry alliance formed in 1998 with the sole mission of raising funds to support the prevention and treatment of child abuse and neglect. To date, Hedge Funds Cares has raised $36 million nationally.
The San Francisco 49ers Foundation partners annually with Hedge Funds Cares to host the West Coast Open Your Heart to the Children Benefit to raise funds to support community-based non-profits that have services focused on the prevention and treatment of child abuse and neglect. Each year, the event raises more than $800,000 to support non-profits.

Celebrity Winter & Wine Fest
Since its inception in 2001, the 49ers Foundation Celebrity Winter & Wine Fest is one of the premier fundraising events for the 49ers Foundation. Squaw Valley comes alive during the three-day event that includes a ski race between Olympians and attendees, 49ers Coaching Chalk Talks, mingling with the coaches, players, ownership and alumni, silent and live auctions, cooking demonstrations, live music and great wine and food. Corporations and individuals are able to purchase sponsorship packages to participate in the festivities. Since 2001, this exclusive event has raised more than $4.3 million for the 49ers Foundation.

Cadence Stars & Strikes
The Stars & Strikes bowling tournament is one of the largest community events of its kind in Silicon Valley. The annual fundraising effort between the 49ers Foundation and Cadence Design Systems, Inc., the world’s leading electronic design software provider, raises funds to support charitable causes in the Bay Area community. The 49ers lend their star power by involving current and former players. Since its inception in 1990, Stars & Strikes has raised more than $10 million to support Silicon Valley nonprofit organizations meeting critical community needs, including the Fisher House Foundation, Children’s Discovery Museum, and the San Jose Conservation Corps and the Bill Wilson Center.

Celebrity Crab Cracking on Union Square
Once a year, San Francisco celebrates its beloved icon from the sea, the Dungeness crab, with the Celebrity Crab Cracking event in Union Square. As part of the event, the 49ers Foundation, along with members of the 49ers, team up with local chefs to demonstrate the art and intricacies of cracking a crab. Demonstrations are followed by a timed cracking and cleaning contest with local San Francisco celebrities. Food, wine and beer are available. All proceeds from the event benefit the 49ers Foundation.

Pasta Bowl
The San Francisco 49ers, in partnership with the Silicon Valley Leadership Group, host the annual “Pasta Bowl,” a family-style dinner event that takes place during training camp each summer. The entire 49ers team and top Silicon Valley CEOs serve as celebrity waiters and dinner guests for each of the sponsored tables, providing a unique opportunity for corporations and the community. In addition, executives have the opportunity to pair up with the 49ers player to...
serve the four-course meal to their table as a team. The event also includes a premier wine tasting reception, exclusive silent auction, youth activities and entertainment. The proceeds from the event benefit the 49ers Foundation.

COMMUNITY RELATIONS
RESPECT FOR FAMILIES
Respect Rim
In 2006, the team began the sale of the Respect Rim baseball cap. One-hundred percent of the proceeds from the sale of the Respect Rim go to the 49ers Foundation in support of the San Francisco Domestic Violence Consortium and Partners Ending Domestic Abuse, which is dedicated to eliminating domestic violence and ensuring the basic rights of safety, self-determination and well-being to victims and survivors of domestic violence and their children. Tens of thousands of dollars have been raised to support the cause since 2006.

Holiday Giving
During the holiday season, 49ers players and significant others, alumni and staff come together to deliver food and holiday trimmings to families in need throughout the Bay Area. Partnering with the San Francisco Food Bank, Turning Wheels for Kids, InnVision and City Team Ministries, the 49ers are able to make the holidays a little brighter for the recipients.

RESPECT FOR SCHOOLS
Community Tuesdays in Schools
During the season, the players participate in community projects on Tuesdays. In 2008, a significant number of these projects focused on building respect for schools. They ranged from reading to school children, assisting with the construction of a new playground, educating youth about the benefits of solar power, and more. One highlight was a new program that was created in partnership with the Bring Me a Book Foundation – “Kindergarten Kickoff.” Through Kindergarten Kickoff, the San Francisco 49ers and the 49ers Foundation imparted their passion for reading by donating $10,000 to support new bookcase libraries for each of the kindergarteners. After unveiling the libraries, the players read books to the kindergarteners and helped them create handmade books focusing on the theme of respect.

Revamping Recess
Part of ensuring students’ success in school involves creating safe places for them to play and engage in social interactions. To support this objective, the 49ers created the “Revamping Recess” program where they helped construct safe playgrounds and provided carts filled with new recess and sporting equipment for youth in underserved communities.

49ers Academy
Since opening in 1996, the 49ers Academy in East Palo Alto has received ongoing support from the 49ers organization. The school serves 6th, 7th and 8th grade students who benefit from a small, nurturing and personalized environment. The 49ers Academy provides a caring community where the emphasis is on one-on-one relationships to promote academic success in children who have struggled in other school systems.
RESPECT FOR COMMUNITIES

Community Tuesdays
Every Tuesday during the football season, 49ers players participate in community activities to demonstrate respect for our community, schools and families. Community Tuesdays are designed to raise awareness of the charitable activities of 49ers players, while highlighting the services and support provided by non-profit organizations in the San Francisco Bay Area. These activities range from school and hospital visits to neighborhood beautification projects and holiday giving.

49ers Fitness Zones
The goal of 49ers Fitness Zones is to promote the importance of youth fitness. In partnership with the Good Tidings Foundation, who manage renovations, Kelly-Moore Paints, who provide all materials to paint, and Pacific Athletic Club, who donate the sports equipment, the 49ers create 49ers Fitness Zones around the San Francisco Bay Area. Community volunteers, 49ers players and staff work together, in a hands-on way, to create areas where youth learn about and practice fitness.

Hometown Huddle
Hometown Huddle is a partnership between all 32 NFL teams and the United Way. Each year, the 32 teams work with a local United Way agency on a select day to participate in a community service project. Past 49ers Hometown Huddle activities have included 49ers players painting over graffiti in San Francisco’s historic Chinatown district, refurbishing the ropes course area at Camp Arroyo, installing playground equipment at local parks and performing a complete renovation of the Precita Valley Community Center in the Mission District of San Francisco.

Red and Gold Community Program
For the fifth year, the San Francisco 49ers offer the Red and Gold community program. This opportunity is open to organizations that provide positive alternatives for at-risk youth in the San Francisco Bay Area. Non-profit organizations apply to receive up to 46 free tickets for their organization to attend a 49ers preseason or regular season home game.

Bayview/Hunters Point YMCA
The Bayview/Hunters Point YMCA is supported by the entire 49ers organization from the top down. Ownership, players, alumni, coaches and staff frequently visit the center, donate tickets to the youth and financially support the YMCA’s programs. Most recently, the 49ers Foundation pledged $250,000 over a five-year period to assist with the overall renovation of their newly acquired facility on Lane Street.

Hunters Point Boys & Girls Club
The establishment of the new Bayview/Hunter’s Point Boys & Girls Club on Hunter’s Point Hill is a true city-wide partnership that involves branches of government, including the Mayor’s Office, the City Attorney and the San Francisco Police Department, and both San Francisco sports franchises, the 49ers and the Giants. The new facility has significantly expanded recreational opportunities for youth in one of the most underserved neighborhoods in the Bay Area.

49ers Half Time Shows (September through December)
Throughout the regular season the 49ers hold a series of community-related half time shows. Some of the events celebrate the diverse culture of the Bay Area, while others promote youth football and raise awareness of social issues such as domestic violence.

49ers Stadium Drives
(September through December)
Throughout the regular season, the Club requests fans and game attendees to make generous contributions of items such as clothing, food, toys, books and cell phones. These gameday collection drives benefit deserving charitable organizations in the Bay Area such as Second Harvest Food Bank of Santa Clara and San Mateo, San Francisco Food Bank, Operation Dream, Silicon Valley Boys & Girls Club, One Warm Coat and the San Francisco Police Activities League.

For more information about the 49ers activities in the community, please contact the San Francisco 49ers Community Relations Department at 408.562.4949, send an email to sfcommunityrelations@niners.nfl.net or visit us online at 49ers.com.
Youth football programs teach kids the importance of respect, teamwork, goal-setting and how to live a healthy lifestyle in a fun and safe environment.

49ers Gatorade Junior Training Camp
The 49ers host free Gatorade Jr. Training Camps throughout the year. The 49ers Gatorade Jr. Training Camps offer youth the opportunity to learn football skills, such as passing, tackling and ball-carrying, while also learning about proper hydration.

49ers Youth Football Camp
The Club conducts one three-day camp during the summer to teach youth the fundamentals of football. Boys and girls ages 7–14 are eligible to participate. The 49ers Camp is a non-contact camp designed to improve a child’s beginning, intermediate or advanced skill level. Fundamentals of all positions on offense and defense are taught in addition to life skills such as respect, responsibility, sportsmanship, teamwork and the importance of education. Participants are grouped based on age and skill level.

49ers Offensive/Defensive Line Camp
Open to high school students grades 9–12, the 49ers Offensive/Defensive Line Camp is unique in the fact that it focuses solely on the offensive and defensive line play. The camp is designed to stress fundamentals, while polishing skills and techniques. The camp consists of both classroom training (film study and chalk talk) and on-field training.

Coaching Clinic by the San Francisco 49ers
The 49ers Coaching Clinic made its debut in 2008. The event is designed specifically for high school and college level coaches. During the clinic, the 49ers coaching staff teach the fundamental skills of coaching. Participants receive specialized classroom instruction on offense, defense and special teams.

49ers 7-on-7 Tournament
High school teams from across the Bay Area compete in this one day 7-on-7 tournament hosted at the 49ers Training Facility. The 7-on-7 passing tournament is a great way for high school football players to practice their skills and prepare themselves for their upcoming fall football season.

49ers/NFL Flag Regional Tournament
In cooperation with the NFL, the 49ers host the annual NFL Flag Regional Tournament at the 49ers Training Facility. Approximately 400 youth take part in the day-long, round robin tournament. Winners receive an all-expense paid trip to Disney’s Wide World of Sports® Complex in Orlando, FL and the chance to participate in the National Tournament of Champions.
Play Football Campaign
In cooperation with the NFL and USA Football, the 49ers celebrate the Play Football Campaign to encourage kids to play America’s favorite sport. Throughout the entire Play Football Campaign, events are held in towns across America including clinics, skill competitions, scrimmages, picnics and parades. During the year, the 49ers provide tickets to games to kids who complete a youth football clinic or Gatorade Junior Training Camp. In addition, 4,000 tickets are distributed to various Pop Warner, high school football and Police Athletic League teams.

Charlie Wedemeyer Coach of the Week Presented by Kelly-Moore Paints
For more than 10 years, the 49ers have taken part in the NFL’s Coach of the Week program, designed to aid and promote youth football and give high school coaches the recognition they deserve. The 49ers award, the “Charlie Wedemeyer Coach of the Week Award,” is named after former Los Gatos High School head coach Charlie Wedemeyer. The encouraging example that Charlie set is an inspiration not only to coaches, but to the Bay Area community as a whole. Each week during the high school football season, the 49ers select one football coach as the Coach of the Week winner. Each winner receives a $1,000 donation from the 49ers Foundation for their football program and a $500 gift certificate from Kelly-Moore Paints to go toward beautifying their school. At the end of the season, one coach will be recognized as Coach of the Year and will receive a $2,000 donation.

49ers High School Player of the Week
The 49ers recognize a high school football player each week during the high school football season. The award is open to student-athletes playing on varsity football teams at public and private high schools in the Bay Area. The award recognizes the outstanding achievements made by players both on and off the field. The chosen player is recognized with a personalized trophy, a certificate and a $500 gift certificate from Kelly-Moore Paints to go towards beautifying the winner’s school.

49ers/USA Football Coaching School
In partnership with USA Football, the 49ers host an annual Coaching School at the 49ers Training Facility. Members of the 49ers coaching staff take part in a portion of the day–long clinic providing top–notch football instruction to more than 100 local Bay Area youth football coaches. Participants learn ways to develop and organize a team, teach the proper fundamentals, implement drills and communicate with players, parents and other coaches.

49ers Head Coach Mike Singletary, Charlie Wedemeyer and the 2008 Coach of the Week winners.
49ers/USA Football Officiating School
USA Football and the San Francisco 49ers host a comprehensive one-day seminar at the 49ers Training Facility in Santa Clara. Tony Michalek, Super Bowl XLII Umpire, and Bill LeMonnier, Orange Bowl Referee, lead this entertaining and educational workshop. High school and collegiate officials will learn from NFL and Division I officials during a full day of training. Unique and interesting plays from high school and college seasons will be used to discuss mechanics, philosophy and rules applications for all levels of officiating.

49ers/USA Football State Forum
The 49ers and USA Football host the Northern California State Leadership Forum at the Club’s Training Facility for youth football administrators from around the state. The 49ers/USA Football state forum meeting provides the volunteer leaders with the opportunity to come together and discuss key issues and collective goals that will help improve the youth football experience for players, parents, coaches, administrators and officials statewide.

49ers ATLAS & ATHENA Schools
The San Francisco 49ers have partnered with five local high schools to implement the NFL ATLAS (Adolescents Training and Learning to Avoid Steroids) & ATHENA (Athletes Targeting Healthy Exercise and Nutrition Alternatives) Schools Program, a nationally-acclaimed initiative designed to promote healthy living and reduce the use of steroids and other drugs among high school athletes.

High School Player Development (HSPD)
HSPD provides incoming fall season sophomores, juniors and seniors a program focusing on academic counseling as well as specific football skill training by position. HSPD programs are made available at various locations across the Bay Area.

T.H.I.N.K. (Training Health Inspiration Nutrition Knowledge)
GOLD
The San Francisco 49ers are committed to encouraging youth to participate in outdoor recreational activities and sports in a healthy manner that excludes the use of non-nutritional enhancements. As part of this long-standing commitment, the 49ers support the NFL’s Play 60, What Moves U, and Join the Team initiatives as well as the ATLAS and ATHENA program. For the past two years, the 49ers have developed programming to support these initiatives.

In 2009, the 49ers hosted an event in cooperation with the Bay Area Women’s Sports Initiative (BAWSI) and the Bay Area Women’s Professional Soccer (WPS) team – FC Gold Pride. The event is designed exclusively for female high school athletes and included a series of seminars, on-field strength and conditioning drills, and an opportunity to meet members of the 49ers and professional female athletes.

Candlestick Helmet Display
The 49ers invite Northern California high school football programs to join in a unique opportunity at Candlestick Park. As a tribute to the importance of high school football programs and the outstanding life skills that they teach young people, the 49ers created a three dimensional mural made up of helmets from Northern California high school football programs. If your high school would like to have its helmet included in the display, please mail the helmet to San Francisco 49ers – Attn. Ryan Myers, 4949 Centennial Boulevard, Santa Clara, CA 95054.

To learn more about 49ers youth football and how you can participate, email Ryan Myers at Ryan.Myers@49ers.nfl.net or visit us online 49ers.com.
STADIUM INFORMATION

Original Ground Breaking: 1958


Expansion: November 19, 1969
First 49ers Regular Season Game: October 10, 1971 vs. L.A. Rams
Playing Surface: Natural Grass

Approximate Cost: $24.6 million (not including expansion cost)
Stadium Area: 14.5 acres on 82-acre site
Stadium Diameter: 680 feet at its shortest, 840 feet at its longest
Height: 120 feet
Steel Used: 1,034 tons structural steel; 8,000 tons reinforcing steel
Concrete Used: 50,000 cubic yards of concrete
Capacity: 69,732
Restrooms: 70
Concession Stands: 60
Parking Capacity (Approximately)
Cars ....................................7,000
Buses ....................................300

49ERS TOP-TEN HOME CROWDS

<table>
<thead>
<tr>
<th>RANK</th>
<th>OPPONENT</th>
<th>ATTENDANCE</th>
<th>DATE</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Green Bay#</td>
<td>69,311</td>
<td>1–6–96</td>
<td>Packers 27–17</td>
</tr>
<tr>
<td>2.</td>
<td>Dallas@</td>
<td>69,125</td>
<td>1–15–95</td>
<td>49ers 38–28</td>
</tr>
<tr>
<td>3.</td>
<td>Dallas</td>
<td>69,014</td>
<td>11–13–94</td>
<td>49ers 21–14</td>
</tr>
<tr>
<td>4.</td>
<td>Green Bay@</td>
<td>68,987</td>
<td>1–11–98</td>
<td>Cowboys 20–17 (OT)</td>
</tr>
<tr>
<td>5.</td>
<td>Dallas</td>
<td>68,919</td>
<td>11–10–96</td>
<td>Steelers 27–6</td>
</tr>
<tr>
<td>6t.</td>
<td>Pittsburgh</td>
<td>68,857</td>
<td>11–2–97</td>
<td>49ers 17–10</td>
</tr>
<tr>
<td>10.</td>
<td>Green Bay</td>
<td>68,539</td>
<td>12–10–06</td>
<td>Packers 30–19</td>
</tr>
</tbody>
</table>

# NFC Playoff, @ NFC Championship

NOTE: 49ers home attendance record is 70,000 (est.) vs. New England (10–22–89). The game was played at Stanford Stadium due to the 1989 Loma Prieta Earthquake.

49ERS HOME STADIUMS

<table>
<thead>
<tr>
<th>STADIUM</th>
<th>YEARS USED</th>
<th>FIRST GAME</th>
<th>LAST GAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kezar Stadium</td>
<td>1946–70</td>
<td>N.Y. Yanks 21, 49ers 7 (Sept. 8, 1946)</td>
<td>Dallas 17, 49ers 10 (Jan. 3, 1971)</td>
</tr>
</tbody>
</table>

* Preseason game ** First regular season
STADIUM HISTORY

49ERS STADIUM–KEZAR STADIUM
(1946-1971)

For 24 seasons, Kezar Stadium was the backdrop that illuminated the tradition of the San Francisco 49ers. In 1922, $100,000 was accepted from the estate of Mary A. Kezar to erect a memorial to her mother and relatives. Once the San Francisco Park Commission accepted these funds and approved an additional $200,000 to build a new stadium, the dream began.

The first event ever held at Kezar was a 2-mile race between Willie Ratola and the World’s greatest distant runner at the time, Pavo Nurmi of Finland on May 2, 1925.

Two world championship fights starring Jackie Fields vs. Young Corbett in 1932 and Rock Marciano vs. Don Cockell in 1955 were held at Kezar. Early on during the 1930s other events such as motorcycle races, rugby, soccer, lacrosse and auto racing took place at Kezar, but the 49ers would ultimately become synonymous with the legendary stadium when they moved their operation into its walls.

The 49ers first contest was against the New York Yankees on September 8, 1946. One tier of bleachers that could hold 59,942 was filled with fans ready to see the red and gold jerseys sprinkle the field. Although the 49ers lost the contest 21–7, this was a good sign of the things to come for the city of San Francisco. Twenty four years later the 49ers ended their run in the stadium on a high note. On January 3, 1971 the 49ers played their last contest at Kezar against the Dallas Cowboys in the NFC Championship game.

CANDLESTICK PARK
(1971-present)

During the late 1950s San Francisco Mayor George Christopher envisioned a stadium in San Francisco. The only thing missing was the team. Both the Brooklyn Dodgers (MLB) and the New York Giants (MLB) decided to move to the West Coast. The Giants chose San Francisco and the Dodgers opted to go to Los Angeles.

That move put the wheels in motion and the stadium was set to be built at Candlestick point, located near the San Francisco Bay. After it was built the stadium was named Candlestick Park, because of its location. The Giants made their highly celebrated debut on April 12, 1960 against the St. Louis Cardinals. Vice President Richard Nixon threw out the first pitch, christening it as the “finest ballpark in America.”

From then on history would be made at the fog-filled ballpark resting on the Bay. On May 4, 1966 Willie Mays broke the all-time home run record there and on July 18, 1971 he got his 3,000th hit at “The Stick.”

Five months later the 49ers made their debut at Candlestick against the Los Angeles Rams. Through the years they have made right of Nixons’ slogan. Candlestick is the only stadium in the country to have hosted six NFC Championship Games, three Western Division Championships, 12 NFC West Conference Games, two World Series, and two All-Star games.

After several years of weathering the Bay Area’s brutal winds, Candlestick Park began deteriorating. The mayor proposed for a new $50 million stadium. Although the city didn’t grant him the new stadium, they did spend over $16.1 million on stadium renovations and improvements.

The seating capacity increased from 45,000 seats to 59,000 and the Astroturf was replaced with real grass. The Giants and 49ers shared Candlestick Park until the 1999 MLB season when the Giants made the move to AT&T Park. In 1995, Candlestick was renamed 3 Com Park after 3 Com Corp. bought the naming rights.

Six years later, 3 Com park was renamed Candlestick Park only to be bought by Monster Cable Products Inc. The stadium was then renamed Monster Park in 2004, before being renamed once again to Candlestick Park in 2008.
Since their creation in 1983, the San Francisco 49ers Gold Rush Cheerleaders have established a reputation as a bright, talented and diverse group of community leaders in the Bay Area. Their combination of dance ability and charity involvement has set a standard for other professional NFL cheerleading teams.

The Gold Rush has performed USO shows on military bases around the world; appeared at NFL games and special events throughout Europe, Latin America and Asia; and has performed at four Super Bowls.

Because of their international acclaim, the Gold Rush has also been featured on numerous television networks and specials, including ESPN, Entertainment Tonight, MTV, Extra!, The Leeza Show, The Total Football Network and FOX.

In addition, the Gold Rush performs over 300 community appearances a year, including many charity events that have a positive impact on the San Francisco Bay Area community, and society at large. The Cheerleaders have volunteered with the American Diabetes Association, Special Olympics, Shriner’s Hospital, the March of Dimes, the American Cancer Society, the Susan Komen Foundation, Children’s Miracle Network and the Ronald McDonald House, as well as local fundraisers and other non-profit organizations.

Last year the Gold Rush celebrated its 25th Anniversary. Among the historical highlights are former team members Teri Hatcher, and former Choreographer Paula Abdul.

Let the 49ers Gold Rush make your event one to remember! To book the Gold Rush, Niner Noise or Sourdough Sam for your next special event, please visit 49ers.com or (650) 336–1049 for more information.
SOURDOUGH SAM

Nicknames: Sam, Sammy, Dough
Birthdate: April 9, 1849
Birthplace: Gold Country
Hometown: San Francisco
Lifetime Goals: More Super Bowl Rings
Hobbies: Football, Mining for Gold, Gold Rush Security
Favorite T.V. Show: Anything on the NFL Network and 49ers affiliate stations
Favorite Web Site: 49ers.com
Favorite Movie: If it has football in it, I like it!
Favorite Actor (Why): Robin Williams...49ers Fan of Course
Favorite Food: Garlic Fries
Favorite Color: Red and Gold
Favorite Sport: What Else…49ers Football!
Favorite Vacation Spot: 49ers Faithful City in the Main Stadium Parking Lot
Happiest When: Winning!!
Most Memorable Moment: Watching Jerry Rice break the touchdown record, The Catch, The Catch II
Favorite Appearance: Lucille Packard Children’s Hospital "Light the Night"
Favorite 49ers Player: Anyone who suits up in Red and Gold
Anything Else: Sourdough Sam was ranked as the #7 mascot in all of professional sports, and the top football mascot in the rankings as reported in Forbes.com. Sam is the only eight-time Pro Bowl Mascot in the NFL, and has been featured on football segments on Fox, Monday Night Football, SportsCenter, Extra, MTV, The NFL Network, Evening Magazine and Nickelodeon.