

MAKING LIFE MORE FUN

Fantasy Football: Perfect Sport, Perfect Gift

(NAPSA)—If you know someone who is passionate about football but hasn't yet discovered Fantasy Football, consider introducing him/her to this exciting way to enjoy the football experience.

Fantasy Football—currently enjoying a dramatic surge in popularity—is a “sport” where participants create and manage their own “teams” made up of current professional players, and compete each week within their own league to win money and get to the “Super Bowl.” It's a terrific outlet for people who want to add an additional element of excitement to following the sport.

Fantasy Football is fun, it's interactive, it has a money incentive...and, best of all, it's a hobby that, unlike many other sporting hobbies, is based right from the convenience of your own living room—leaving lots of “quality time” for couple/family activities.

When choosing a Fantasy Football service, experts stress that it's important to consider:

- **How long has the service been in business?** You don't want to get involved with a company or site that has just been launched, or one that hasn't had enough time to demonstrate proven success stories.

- **What is the site's “winning record” like?** Everyone wants to win and, chances are, players will have a lot more fun if they reap rewards for their efforts and participation.

- **What programs do they offer participants?** Each service (or community) offers a variety of different programs, enabling different levels of player participation and options. So look for a program that offers something “extra.” For example, at



Fantasy Football is a way for fans to get more out of the game.

fantasyfootballchamps.com, there's a unique product called the FFCPI (Fantasy Football Champs Performance Index). This proprietary formula takes every variable into account and determines which players have the best odds of putting up the best stats each week—helping subscribers make the important decision of who to start.

- **Is it fun?** Above all, make sure that the Fantasy Football service you choose is not only competitive, but a lot of fun. Make sure that the site has all of the tools to make it both easy and enjoyable (e.g., customized “cheat sheets,” player rankings and insights), as well as a staff you can trust to help co-manage your team. At fantasyfootballchamps.com, the seasoned staff provides one-on-one guidance/advice and the chance to ask questions of the Fantasy Football pros themselves.

So when thinking about what to give your favorite football fan for the next special occasion, consider the “fantasy present”—something that lets the football enthusiast have a little more excitement on the sidelines.