

FOR IMMEDIATE RELEASE

**SundayStrategy.com Beta Launches for Opening Weekend**  
Web 2.0 Site Previews Each Sunday's Matchups for NFL Football Fans

**New York, Monday, September 10, 2007** – Just in time to kickoff the 2007 NFL season, SundayStrategy.com (<http://www.sundaystrategy.com>) has launched, providing football fans with all of the information they need to review last week's games and preview the upcoming week's games.

Built by sports fans for sports fans, Sunday Strategy is focused on providing an easy-to-use interface that gives users access to as much sports information as they want.

For the initial beta launch, the site is currently focused on the NFL, and offers:

7+ seasons of historical NFL data, with results against the spread and over/under for over 1800 football games.

Interactive Sortable Standings, with the ability to drill down on the standings for current and past NFL season by favorites or underdogs, home teams or away teams, and regular season or post-season games.

An unrivaled Strategy Search Engine which lets users search a database of games to find statistical trends.

An RSS feed to stay up to date on the latest NFL lines.

In addition to providing all of this information for free, Sunday Strategy also offers functionality for users to make their own picks, and to challenge their friends and co-workers to compete against them in private or public groups online.

SundayStrategy.com is an essential destination site for any football fan. Instead of relying on the predictions of so-called experts, users can now use recent NFL data to identify trends and make their own predictions. Free registration is available today.

**About SundayStrategy.com**

SundayStrategy.com (<http://www.sundaystrategy.com>) is a sports website and community dedicated to giving fans the information they want in the way they want it.

SundayStrategy.com is privately owned and operated. The company is based out of New York, NY.

The management team of SundayStrategy.com has extensive experience in Internet technology, marketing and business development. They have even more experience playing, watching and being a general fan of sports.

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