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**“AFTER THE GAME” SHOWS ATHLETES AT HOME & GIVING BACK
Charities Reap The Benefits on New NESN Series**

BOSTON, August 23, 2010 –NESN will premiere a new lifestyle program called “After The Game” to showcase the personal homes, lives, and philanthropic efforts of New England’s beloved athletes on Friday, September 3, 2010 at 5:30 pm. Part of NESN’s new *Made in New England* programming lineup, “After The Game” is produced by Linda Pizzuti Henry and Kelly Boulet of Nacho Mama Productions. Pizzuti Henry and Boulet bring a combination of Hollywood production experience and insider Boston sports knowledge to get fans the rare access they crave to their favorite athletes. Each athlete shares his/her favorite non-profit and why it deserves their – and the viewers – attention.

Each show highlights the rise to becoming a world-class athlete, an inside look at their living space in a “Cribs”-style tour, followed by a look at the charities that he or she is passionate about. The first episode features Tim Wakefield walking viewers through his Florida home, explaining how he became the famous Red Sox knuckle-baller, and sharing why he takes time to support Space Coast Early Intervention Center and Pitching in for Kids-- his primary philanthropic commitments. Future episodes will center on Patrice Bergeron, Matt Light, David Ortiz, Bode Miller, Tom Werner, Kristine Lilly, Doug Flutie and many more favorite sports figures. The show aims to help highlight that while these local celebrities have worked hard and live well as a result of their hard work, they also do good by giving back. And, in the spirit of giving back, Hess Corporation has joined as a sponsor to grant \$5,000 to each athlete’s featured charity. During the series, viewers can vote at www.afterthegametv.com for one deserving non-profit to earn an additional \$25,000 from Hess. Hess is one of the leading independent gasoline-convenience retailers on the East Coast with more than 1,350 stations and convenience stores in 16 states from Massachusetts to Florida, including 170 locations in New England.

Nacho Mama Productions pairs Kelly Boulet and Linda Pizzuti Henry – marrying their varied talents. Boulet pursued a successful Hollywood career producing shows for FX Television Network, Bravo, E! Entertainment and NBC (Access Hollywood) until her move to Boston five years ago. She has worked both on and off camera, from interviewing celebrities and royalty to hosting shows such as "Firehouse Cooking", "Life and the City Girl" and "In the Limelight". Linda is a director of both the Red Sox Foundation and the John W. Henry Family Foundation which supports many charitable, educational, and art organizations. Her background is in real estate

development and project management, where she has worked for more than 10 years specializing in energy efficient development and urban infill projects.

“New England’s athletes are among the most generous and hard-working in the country and they should to be celebrated and have their stories told,” notes Pizzuti Henry.

“With this platform we can not only show their off-field life, but highlight their charitable efforts in order to inspire future athletes and future philanthropists,” added Boulet.

Hess and ACE Ticket have signed on as presenting sponsors of “After the Game”. To learn more about “After The Game” and the athletes, homes and charities featured on the show, visit www.afterthegametv.com, or follow @afterthegametv on Twitter.

About NESN

NESN is owned by the Boston Red Sox and Boston Bruins and is delivered to over four million homes throughout the six-state New England region and nationally via DirecTV and Dish Network. The definitive home for New England sports programming, NESN is the television home of the Red Sox and Bruins and is the top rated regional sports network in the country. The network and its popular website, NESN.com, produce award winning content including, *NESN Daily*, a new daily sports news and debate program, over 100 *NESN University* college sporting events annually and distinctive Original NESN Entertainment (ONE) productions including the new *Made in New England* programming lineup that features unique shows with a local flavor including *After the Game*.

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