

POWER SWEEP



\$15⁰⁰

**TEN NFL
POWER SWEEPS 2007-09
(ALL ★'S WINNING)**

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Volume 28 Preseason

Summer Edition

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★ 2010 PRESEASON ★ LOWEST PRICES FOR THE SEASON! PRESEASON FORECASTS, TRENDS, LINES AND MORE!!!

NORTHCOAST SPORTS SERVICE

P.O. BOX 450829

CLEVELAND, OHIO 44145

HANDICAPPING TIPS FOR THE PRESEASON

Preseason Football is not as exciting for the fans as the regular NFL season since the games do not count toward the standings and, for the most part, the 1st stringers make only cameo appearances. The fourth quarter of many games (especially the early ones) feature 4th and 5th stringers who were undrafted free agents and are longshots to make the team. While NFL Preseason Football is not as exciting to watch from the fans' standpoint, it is from a gambler's point of view. This is our 29th year in the handicapping business and we can tell you firsthand that it is far easier to predict the outcome of Preseason games than it is for the NFL regular season!!!! In the book "Ten Keys to a Winning Season", there is a chapter devoted strictly to handicapping NFL Preseason Football. While the chapter is lengthy and contains more information than can be provided in this space, we will share with you some handicapping tips for the upcoming NFL Preseason.

Rule #1 - Handicap Preseason far differently than the NFL regular season.

The first rule in handicapping Preseason football is to throw out ALL thoughts of how you handicap the regular season. In the NFL regular season all the coaches and players WANT to win and try to win each and every game. In the Preseason many coaches just want to evaluate personnel and they care very little about the outcome of the game. Other coaches want to win the game so their team can gain confidence heading into the year. Sometimes there are also talent mismatches on the field due to coaches resting starters and other teams just having better 2nd and 3rd stringers.

Rule #2 - Beware of coaches that do not care. We touched on this above as some coaches just do not care about the final outcome of Preseason contests. Marv Levy of Buffalo had a team that was almost always among the elite of the AFC, participated in 4 Super Bowls and annually made the playoffs in the '90's. His priority during Preseason was to make sure his veterans were rested and HEALTHY for the upcoming season. Marv compiled a 15-28-1 ATS mark during the Preseason but always opened the regular season strong and it was a philosophy that worked. The same happened with the Dallas Cowboys during their Super Bowl years. From 1992-1995 they won three Super Bowls with two different coaches (Jimmy Johnson and Barry Switzer) who could have cared less about the Preseason and just wanted to keep their players healthy. They were 5-15 ATS in that span in Preseason play!!

Rule #3 - Look for coaches who WANT to win. Sometimes a coach takes over a losing team and wants to instill a winning attitude. Jimmy Johnson went 4-0 both SU and ATS in his first year with Dallas as head coach after taking over a poor team. Yes, this was the same JJ who did not care about results a few years later. Jerry Glanville was a coach that always wanted to win and went 19-10-3 ATS at both Atlanta and Houston. When Dennis Green took over at Minnesota he wanted to instill a winning attitude and his teams went 8-1 ATS in his first two years with a lot of blowouts. Coaches can play their starters longer, design gameplans for a specific team (while their opponent plays it straight up with a vanilla offense and defense) and run trick plays and reverses. Coaches do change (like JJ and Green) so try to get a feel each year for how the coach views the importance of Preseason.

Rule #4 - Look for teams that want to blitz often. Teams rarely work on blocking schemes vs the blitz during practices. For that reason, the blitz is a very successful tactic in Preseason especially vs O-lines that are a mishmash of different units. Usually there is a gentlemen's agreement about blitzes but some coaches ignore that. Glanville got his solid Preseason record mainly due to frequent blitzes. Tom Coughlin changed his defense to a blitzing scheme in 1997 and he wanted to work on it during the games. He went 4-0 ATS, winning by an average of 13.2 ppg that year. Look for teams that will blitz often and play on them.

Rule #5 - Follow the Quarterback Rotations. Coaches usually announce which QB's will play and for how long a day prior to game time. This is a vital part of handicapping as some teams have 2 or 3 very solid veteran QB's while others may be playing an undrafted rookie free agent in the 2nd half who has no shot of making the team. When George Seifert was head man at San Fran, he had a QB rotation of Montana, Young and Bono and that was a mismatch vs most teams rotations and he compiled

a 21-7 SU preseason record his first 6 years there. You can do what we do and that is search the Internet for daily stories from all 32 NFL teams and also rely on the numerous scouts in those cities to follow which QB's will play and for how long. Or you could take an easier route and simply call our Full Service Line and listen to Button #5 where we let you know all the upcoming rotations as they are announced.

If you want additional information on how to handicap the NFL Preseason plus many more handicapping tools, you can purchase "Ten Keys to a Winning Season" for just \$9.95 (+\$2 s/h). Call 1-800-654-3448 to order it. We hope you find these tips helpful and don't forget to use the Full Service Line, Button #5, for all the latest QB Rotations and up-to-date Injury reports. Keep in mind that when you subscribe to Power Sweep, you get **two full weeks** of our Award Winning Preseason Late Phone Selections (\$150 value) Absolutely FREE (if you choose that as your bonus). Northcoast Sports has the #1 ranked Preseason Late Phones in the country (as monitored by The Sports Monitor) over TWENTY-ONE years.

#1 PRESEASON LATE PHONE SERVICE IN THE COUNTRY - 2 FULL WEEKS OF NFL PRESEASON FREE WHEN YOU SUBSCRIBE!

Every year we offer, as a special Bonus to ALL of our Power Sweep subscribers, 2 weeks of FREE NFL Preseason LATE PHONE SERVICE. This is a \$150 value which we give away FREE. Over the last 21 years our Preseason Late Phones are #1 in the country in NET WINNERS as DOCUMENTED by The Sports Monitor. Since 1990 we have a 20 year net profit of +\$36,595 earned for our subscribers. This is fully documented by thousands of our Power Sweep Subscribers. Why do we give away these outstanding plays? We realize that once you have won with our Late Phone Service, you will be back for more! Unlike other services, we DO NOT use high pressure sales tactics. In fact, with thousands of people phoning in during call-in times, we supply you with a special toll free number and passcodes and you get to access the plays on tape with no sales pressure!!! You are under no obligation to sign up for more service and we will NEVER call your home. We are an honest service & believe that producing winners brings back customers. All current Power Sweep subscribers who chose the Preseason Late Phones as their bonus will be receiving a letter in the mail before their Preseason service begins (depending on which 2 weeks were chosen) with a special toll free number and passcodes assigned only to them.

2010 SUBSCRIBERS: SEE PAGE 8 FOR LATE PHONE CALL-IN SCHEDULE. 2 WEEKS OF NFL PRESEASON LATE PHONES OR \$50 DEBIT CARD WITH SUBSCRIPTION

We just talked about the Free NFL Preseason Late Phone Bonus. If you are one of our subscribers who instead chose to receive a Northcoast Sports Debit Card worth \$50 of free credit for our 900 lines throughout the season, you will be receiving a letter assigning you a debit card number with a special 800 number or it will be added to your existing card (updated 8/31/10). IF YOU HAVE NOT MADE A CHOICE and you are a 2010 subscriber please call our office at 1-800-654-3448 and let us know which bonus you would like to receive. If you do not make a choice, you will automatically be assigned the Debit Card bonus. If you have not signed up for the 2010 Power Sweep, call now to subscribe and don't forget to let us know which one of the two bonuses you would like. No matter which bonus you choose, you will still receive the Free September 5★ and schedules (by request) throughout the year. If you are not currently a subscriber, do not miss out on a single NFL Preseason Late Phone Winner, call our office today!!!

If you have already signed up for the 2010 Power Sweep there will be a 10 or higher number listed after your last name on the mailing label. If you have an 09 or lower, or no number after your last name, your subscription has expired.

1-347-677-1700

24 HOUR FREE FOOTBALL INFORMATION 1-347-677-1700 SCORES, SELECTIONS, INJURIES & MORE!

- Monday -

The last 9 years we have released the Early Bird Play of the Week from the Private Play Hotline (\$15 value) and this play is now 114-60 66% over the last 13 years!! We will be releasing this play every Monday again this year!

- Tuesday -

A Free 4★ from the Power Plays Newsletter. Free Plays 8-3 73% last year!!!!

- Wednesday -

A guest handicapper

- Thursday -

A free selection from The Private Play Hotline. A \$15 value for FREE.

- Friday -

A guest handicapper

- Saturday -

A free selection from The Private Play Hotline. A \$15 value for FREE.

- Sunday -

A guest handicapper

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- 1 COLLEGE FOOTBALL SCORES
Updated All Day & Night on Sat (Commercial Free)
- 3 NORTHCOAST SPORTSLINE PLAYS OF THE WEEK
Four Plays of the Week - Free!
- 5 LINE & INJURY REPORTS
Las Vegas Casinos and overseas sportsbook Updates. Daily Injury Report - Weather on Sat. Preseason QB Rotations!!!
- 7 THE FAMOUS TRENDS & NOTES!
Selected Angles, System of the Week, MAJOR MOVES & more!
- 9 GUEST HANDICAPPERS!
Free plays from some of the nation's top handicappers!

Another FREE service we provide for our readers is THE NORTHCOAST FULL SERVICE LINE. This line is updated daily with FREE Selections, Injuries, Weather, QB Rotations, Guest Handicappers and Much More! The Full Service Line has touch tone convenience so you can choose what you want to hear. Button #3 will have your Daily FREE Selections. Free Selections are available on the Full Service Lines and www.ncsports.com. Plays will not be given out through the Northcoast Office. Button #5 will have the Latest Offshore/Las Vegas Line Updates along with the latest Injury Report and NFL QB Rotation Reports on game days during the Preseason. Button #7 will have This Week's Trends & Notes. Button #9 will have Guest Handicappers. Best of all this information is FREE and available 24 hours a day! Call the Full Service Line to find all of the latest football information that you need to know. You can also access the Full Service Line on our website at www.ncsports.com. We have just one main line for our Full Service Line. There are limited "ports" in different cities for this line (see back cover) but all of the phone numbers lead to the above listed number and the menu is the same. Call each day and you can get great information this year & receive FREE Plays from the Nation's #1 Football Service.

NEW PRICING IN EFFECT FOR 2010: There are now 2 prices listed for both the Power Sweep and the Power Plays newsletters. The lower price is an online only special allowing you to access the newsletter at ncsports.com anytime after 2:00 pm EST every Tuesday. The 2nd price is for those of you who wish to receive it in the mail each week. Even if you choose to receive the mailed version, you may download a copy as well.

ALABAMA'S LAST 20 YEARS RESULTS

Year	Opponent	Result	Score
1990	at Georgia	L	13-21
1990	at Florida	L	10-17
1990	at Tennessee	L	10-17
1990	at South Carolina	L	10-17
1990	at Mississippi State	L	10-17
1990	at Arkansas	L	10-17
1990	at Louisiana State	L	10-17
1990	at Auburn	L	10-17
1990	at Clemson	L	10-17
1990	at Wake Forest	L	10-17
1990	at Virginia Tech	L	10-17
1990	at North Carolina	L	10-17
1990	at Georgia Tech	L	10-17
1990	at Florida State	L	10-17
1990	at Miami	L	10-17
1990	at Texas Tech	L	10-17
1990	at Oklahoma	L	10-17
1990	at Kansas	L	10-17
1990	at Nebraska	L	10-17
1990	at Iowa	L	10-17
1990	at Missouri	L	10-17
1990	at Illinois	L	10-17
1990	at Indiana	L	10-17
1990	at Ohio State	L	10-17
1990	at Wisconsin	L	10-17
1990	at Michigan	L	10-17
1990	at Penn State	L	10-17
1990	at Maryland	L	10-17
1990	at North Carolina State	L	10-17
1990	at Virginia	L	10-17
1990	at Wake Forest	L	10-17
1990	at Clemson	L	10-17
1990	at Florida State	L	10-17
1990	at Miami	L	10-17
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1990	at Missouri	L	10-17
1990	at Illinois	L	10-

AFC NORTH FORECAST PROJECTED FINISH IN C

Baltimore **RAVENS** (11-5)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/12	Carolina					
SU	1-3 4-0	8/21	at Washington					
HF	0-2 1-1	8/28	NY Giants					
HD	0-0 0-0	9/2	at St Louis					
AF	0-0 0-0							
AD	1-1 2-0							
NF	0-0 0-0							
ND	0-0 0-0							

2009 RESULTS

WAS	-3	23-0	W 31' U
NYJ	-3	24-23	L 33 O
at CAR	+3	17-13	W 36 U
at ATL	+3	20-3	W 35' U
at NE	+3	16-15	W 33' U
MIN	-1	15-23	L 34 O
at STL	+1	10-24	L 34' U
ATL	-2	9-10	L 33' U

In 2006 we had Baltimore as one of the most improved tms in the NFL prior to the yr as they went from 6-10 to 13-3 but lost in the first round of the playoffs. They had the #1 def in the NFL with QB Steve McNair being a huge addition for the off. A lot of factors had them pointed to a weaker record in '07. They were +17 in TO's, -4.7 wins in the ypg vs net wins factor, had tremendous YPP's & only had 35 starts lost to injury. Only 3 tms in the NFL in the previous 5 yrs improved their record by 7 net wins or more from the previous season & the other two both had weaker records the following yr. The breaks they caught in 2006 all went away in '07. Their win total went crashing back to earth with just 5 wins despite starting the yr 4-2. In 2008 tms were pointed upwards & we rated them the #3 most improved tm prior to the yr. They were -17 in TO's (last), had the 2nd worst combined YPP's of any tm & actually outgained foes on the yr despite their 5-11 record. The Ravens exceeded our expectations as they went 11-5. They not only won their first playoff game since their Super Bowl season, but got as far as the AFC Title game despite a rookie QB & HC. Three of their six losses were to PIT. LY things pointed to a step back again as they benefitted from +13 in TO's & had 4 net close wins in '08. They also lost DC Rex Ryan. We called for their record to drop but for them to still make the playoffs. While they slipped to 9-7, they pounded NE on the road in the first round 33-14 but lost at Indy the next week. They were #13 on off & #3 on def (+51.1 ypg, more like a 10 or 11 win tm) & they add in WR Boldin to improve the off. Their yo-yo seasons should continue & they are on the upswing this yr & only face the #21 rated sked. The Ravens are our pick to win the North & are a legitimate Super Bowl contender.

Pittsburgh **STEELERS** (10-6)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/14	Detroit					
SU	3-1 3-1	8/21	at NY Giants					
HF	0-1 1-0	8/29	at Denver					
HD	0-0 1-0	9/2	Carolina					
AF	0-1 0-0							
AD	0-0 1-1							
NF	0-1 0-0							
ND	0-0 0-0							

2009 RESULTS

ARZ	-3	20-10	W 33 U
at WAS	+3	13-17	L 33 U
BUF	-6	17-0	W 36 U
at CAR	+3	21-10	W 33' U
PHI	E	16-10	W 33' U
† BUF	-1	21-24	L 33 O
at MIN	-2	12-10	L 36' U
CAR	-3	19-16	L 35' U

Bill Cowher did an amazing job in PIT. After losing 3 AFC Title gms at home & a Super Bowl, PIT won the SB in 2005 as a Wild Card having to win 4 gms on the road. In '06 they missed the playoffs (8-8) as Cowher then stepped away & PIT brought in 35 yr old Tomlin. PIT was -8 in TO's in '06, had a much healthier QB & despite their 8-8 record, outgained foes by 920 yds as they were one of just 3 tms with a Top 10 off & def (#7, #9). They ended up with the #1 def in the NFL in '07 & took back the AFC North Title at 10-6. In '08 they took on the 4th toughest sked & opened 6-3. They would win 9 of their 17 L/10 incl the SB over ARZ, a gm in which they were outgained 407-292. LY the sked was softer (#24). PIT has had the #1 D in the NFL in both '07 & '08 (237 ypg all in '08) & 2 SB wins over the prior 4 seasons. They only lost 2 str's from '08 & it was assumed they learned their lesson in '06, when they went from SB Champs to just 8-8. They opened 6-2 but then stunningly lost their next 5 incl losses to 3 of the NFL's weakest tms (KC, OAK, CLE). They tied for that last playoff spot but lost out on tiebreakers. PIT was still #7 on off & #5 on D (1 of only 4 tms to finish in the T-10 in both). They outgained their opp's in 5 of their losses & had 3 net close losses. They did lose WR Holmes (trade), their best OL Colon (ACL) & will not have Big Ben for at least the 1st 4. A lot of folks want to throw PIT under the bus & say they are headed downward. We however think they can make the playoffs with Big Ben on hand most of the yr and are a legitimate threat to win a 2nd Super Bowl in 3 years if they have better luck than last year.

Cincinnati **BENGALS** (9-7)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/8	† Dallas <small>Half of Fame Canton, OH</small>					
SU	2-2 2-2	8/15	Denver					
HF	0-1 1-1	8/20	Philadelphia					
HD	0-1 0-0	8/28	at Buffalo					
AF	0-0 0-0	9/2	at Indianapolis					
AD	2-0 1-1							
NF	0-0 0-0							
ND	0-0 0-0							

2009 RESULTS

at NO	+3	7-17	L 37 U
at NE	+6	7-6	W 36 U
STL	-2	21-24	L 34 O
IND	-3	38-7	W 36' U
at GB	+3	20-17	W 35 O
DET	-3	10-27	L 36 O
NO	+2	0-13	L 41 U
at IND	+3	27-7	W 34' U

The Bengals did not have a winning season in 14 yrs, but in 2005 they actually opened 11-3 before dropping their last 2 while resting some players. They made the playoffs for the first time since 1990 (15 YEARS!!) & hosted Pittsburgh. QB Palmer was lost to a knee injury on the opening drive & they lost at home. The Bengals benefitted from +24 in TO's in '05 & we called for a drop in the standings in '06. The Bengals fell to 8-8 with just the #30 def (were 8-5 before dropping their last 3). In 2007 they opened 2-6 but were 5-3 in the 2H of the yr with the OL yielding 0 sacks over the last 13Q's. They were #10 on off but just #27 on def. In 2008 Palmer was basically lost for the yr & with standard QB play, they dropped to 4-11-1 with the worst off in the NFL. What was surprising was that after their 0-8 start, they went 4-3-1 down the stretch & allowed just 326 ypg on def (#12 NFL), their best total since 2001. Only 5 players started all 16 in '08 with 84 starts lost to injury & Palmer's return made them a much stronger tm. We noted they went from playing the 2nd toughest sked to the 15th & said they would more resemble their playoff squad of 2005, especially with an underrated def to go with a potentially explosive off. All signs pointed up & the Bengals roared to a 9-3 start after 12 games & with a 3 game lead in their division they rested their players vs the Jets week 17 (lost 37-0). They were then bounced out of the playoffs at home the following week by that same Jets tm. They were +5.5 net wins over '08, had 3 net close wins & were only +7 ypg despite being 10-6, all signs point downward this yr. They were #4 on def in '09 & despite a weaker record, are still a playoff contender.

Cleveland **BROWNS** (5-11)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/14	at Green Bay					
SU	0-4 2-2	8/21	St Louis					
HF	0-1 2-0	8/28	at Detroit					
HD	0-1 0-0	9/2	Chicago					
AF	0-0 0-0							
AD	0-2 0-2							
NF	0-0 0-0							
ND	0-0 0-0							

2009 RESULTS

at GB	+3	0-17	L 35 U
DET	-3	27-10	W 38' U
TEN	-1	23-17	W 37' O
at CHI	+2	23-26	L 36 O
NYJ	+3	20-24	L 35 O
at NYG	+2	34-37	L 35' O
at DET	+3	6-26	L 40' U
CHI	-3	10-16	L 38 U

The NFL did not give Cleveland all the breaks it gave CAR & JAX for their inaugural expansion season. They had just 1 winning season in their first 8 yrs back. In 2006 they were -15 in TO's (pg 4), had 75 starts lost to injury & upgraded their personnel for 2007, which all pointed to an upturn. They were a joke to the national media after they were whipped by Pittsburgh 34-7 & then traded their starting QB Charlie Frye after the game! AMAZINGLY, they rebounded with an inexp'd QB & a weak def (#30). They finished 10-6 with only an upset loss at Cincy (week 16) keeping them from the playoffs! On the negative side they were actually outgained in '07 despite their 10-6 record & they faced a much tougher sked. They opened 4-6 in '08 with 3 losses by 4 or less but at the end of the yr were devastated by inj's at QB as Bruce Gradkowski (not on an NFL roster to start yr) started the season finale with the top 3 QB's out. Eric Mangini did a solid job with the Jets guiding the tm to 2 of 3 winning yrs & outperforming our expectations in both of those seasons. The sked went from #1 to #15 in '09. Mangini was on his way out with the tm 1-11 but amazingly won their last 4 which was enough to convince new GM Holmgren to keep him. They are now 59-117 since their return & LY were the worst tm statistically at #32 on off & #31 on def. They are an improved tm once again & were -12 in TO's LY & have the best ST's in the NFL. One of our 5 sets of power ratings calls for a winning record but the other 4 do not & they had some ground to make up & do play in the same division with 3 playoff caliber tms.

AFC SOUTH FORECAST PROJECTED FINISH IN C

Indianapolis **COLTS** (13-3)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/15	San Francisco					
SU	1-4 1-3	8/19	† Buffalo <small>at Toronto</small>					
HF	0-2 0-0	8/26	at Green Bay					
HD	0-0 1-1	9/2	Cincinnati					
AF	0-0 0-2							
AD	2-0 0-0							
NF	0-0 0-0							
ND	0-1 0-0							

2009 RESULTS

MIN	+3	1-13	L 36 U
PHI	+3	23-15	W 36' O
at DET	-3	17-18	L 40 U
at CIN	+3	7-38	L 36' O
† WAS	+4	16-30	L 31 O
at CAR	+4	20-23	W 35' O
at ATL	+2	16-9	W 37' U
BUF	-5	7-20	L 38 U
CIN	-3	7-27	L 34' U

Tony Dungy took over a tm that finished 6-10 in '01 & with Peyton Manning at QB guided the tm to a 7 yr record of 85-27 (many of those losses were late in the yr resting str's). In '06 IND delivered Dungy his 1st Super Bowl win. They were not as dominant statistically as the D dropped to #21 & they did benefit from 5 net close wins & +7 in TO's. In '07 they went 13-3 with the #5 off & a surprising finish with the #3 D. They were then upset by SD in the playoffs at home. In '08, 21 of 22 str's ret'd but inj's hurt them. They still won 12+ gms for the 6th str yr as their 12-4 record matched our projection. There were some troubling signs for 2009 as IND benefitted from 7 net close wins with one win being the season finale where TEN rested their starters. Dungy retired in the offsn & IND had a new HC, DC, OL coach & ST coach. They did figure to get more production out of their RB's with Jeremy Addai now healthy & the addition of 1st RD DC Donald Brown. It's hard to believe but the IND off was only #15 in the NFL in '08 (normally at top) & part of the reason is that Manning was far from 100% early in the yr. The D was still solid at #11. After a rare 2nd place finish in the South in '08 we called for them to get back to the top in '09 & they flirted with a perfect record until they rested their str's the L/2 gms. They still made it to the SB & had a 432-332 yd edge but lost. IND did have 63 sts lost to inj & was only +23.8 ypg but benefitted from SEVEN NET close wins! We have them improved at most positions as LY's injuries & this yr's additions give them more depth & talent. They do have to overcome the SB loser stigma (8 of L/12 have missed playoffs) but ARZ beat that jinx LY.

Tennessee **TITANS** (9-7)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/14	at Seattle					
SU	3-1 3-2	8/23	Arizona					
HF	1-1 2-0	8/28	at Carolina					
HD	0-0 0-0	9/2	New Orleans					
AF	0-1 0-0							
AD	0-1 0-2							
NF	0-0 0-0-1							
ND	0-0 0-0							

2009 RESULTS

† BUF	-3	21-18	T 32 O
TB	-4	27-20	W 35 O
at DAL	+3	10-30	L 38' O
at CLE	+1	17-23	L 37' U
GB	-3	27-13	W 36' O
STL	-3	34-13	W 33' O
OAK	-3	17-16	L 35 U
at ATL	+3	3-17	L 36 U
at GB	-6	23-21	L 35' O

TEN went through 2 str yrs of letting veterans go in the offsn mainly due to poor cap management & in '06 the Titans went to rookie QB Vince Young. After a 1-5 start they were the luckiest tm in the NFL to get to 8-8. They were the 2nd WORST tm in the NFL statistically (-1105 yds) with the #27 off & NFL's worst def! They had 3 net close wins & were +4 in wins from '05. The Titans improved to the #5 def in '07 & would have ranked higher but lost all 3 games without DT Albert Haynesworth (inj). They had a league low 9 TD passes & scored 1 offensive TD or less in 8 games. They had 5 net close wins & made the playoffs. In '08 they had similar stats with the #21 off for the 2nd straight yr & the #7 def. They actually moved up to 13-3 (10-0 start) with the best record in the AFC despite mailing in their season finale vs IND where they were outgained 390-125 which hurt their stats. In round 1 of the playoffs they dominated Baltimore with a 391-211 yd & 21-9 FD edges but lost due to poorly timed TO's & RB Chris Johnson's 1H injury. There were plenty of factors calling for a weaker record last yr. They let Haynesworth go & QB Collins was another yr older at 36. TEN benefitted from 4 net close wins, +14 in turnovers, only had 21 starts lost to injury all yr in '08 (5th fewest) & had an offensive YPP of 13.4 & a defensive YPP of 20.1. They also went from facing the #27 toughest sked to the 4th toughest. We went out on a limb & called for the tm with the best record in the AFC in '08 to MISS the playoffs in '09 at 8-8 & that is where they finished. After a 59-0 loss to NE the Titans were 0-6. Owner Bud Adams made the switch to Vince Young at QB & amazingly went 8-2 down the stretch (376 ypg) & were #9 on off & #14 on D the 2H of the yr. TEN opp's tie with Houston for the highest win % (tough sked) but TEN should keep the momentum & could be back in the playoffs.

Houston **TEXANS** (8-8)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/14	at Arizona					
SU	2-2 2-2	8/21	at New Orleans					
HF	0-0-1 0-2	8/28	Dallas					
HD	0-1 0-0	9/2	Tampa Bay					
AF	0-0 1-0							
AD	2-0 1-0							
NF	0-0 0-0							
ND	0-0 0-0							

2009 RESULTS

at KC	+2	16-10	W 37' U
NO	-3	14-38	L 38' O
MIN	-3	10-17	L 39 U
at TB	+3	27-20	W 33' O
DEN	-3	19-16	T 34 O
at NO	+3	31-27	W 36' O
at DAL	+5	22-23	W 41' U
TB	+1	6-16	L 36 U

In 2004, Houston would have avoided a losing sked had they not been upset by CLE in the final gm at home (7-9). In '05 they lost 53 sts due to inj, were -8 in TO's & were 2-14 with 5 net close losses. Those factors had them poised for more success in '06 as they moved up from 2-14 to 6-10 & that incl a win over IND & TWO wins over JAX! They were just #28 on off & #24 on D. New HC Gary Kubiak released QB David Carr & brought in press phenom Matt Schaub despite a limited body of proven work with ATL. HOU moved up to 8-8, their first non-losing sked in their 6 yr history & could easily have had a winning record. They were 6-3 with WR Andre Johnson in the lineup (2-5 without), QB Matt Schaub missed 5 gms (also parts of 3 others), they lost 3 starting DB's to injury early & were -13 in TO's. In 2008 they stunningly opened up 0-4 but part of that was due to Hurricane Ike which kept them from playing a home game until wk 5. They won 5 of their L/6 to finish at 8-8 again. HOU actually outgained foes by an avg of 382-337 which was more indicative of a 12 or 13 win tm. They were also -10 in TO's. Their off was #3 in the NFL despite QB Schaub missing 5 gms. LY we called for the Texans to finally break through & have their 1st winning sked in tm history at 9-7 & that is where they finished! After a solid 5-3 start HOU lost 4 str (5-7) but won their L/4 incl vs NE (rest Brady 2H) to get to 9-7. They were #4 on off & #13 on D & +58 ypg. The Texas's 2010 opp's were 140-116 (54.7%) in '09 which ties for the highest % (took on 14 sked LY). The AFC South is one of the AFC's toughest & while the Texans are playoff caliber, the sked may keep them from the postseason for one more yr.

Jacksonville **JAGUARS** (6-10)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS	08 09	8/13	at Philadelphia					

EARLY LINES COLLEGE FOOTBALL

ODDS TO WIN THE 2010-'11 BCS CHAMPIONSHIP GAME Thursday, January 10, 2011 in Glendale, AZ

Alabama	4-1	Georgia	40-1	Texas Tech	80-1
Ohio State	6-1	Notre Dame	40-1	West Virginia	80-1
Oklahoma	7-1	Oregon	40-1	Oklahoma State	95-1
Boise State	8-1	Oregon State	40-1	Arizona	100-1
Florida	8-1	Wisconsin	40-1	Arizona State	100-1
Texas	14-1	Florida State	50-1	Baylor	100-1
Nebraska	15-1	Pittsburgh	50-1	California	100-1
Field	15-1	Washington	50-1	Illinois	100-1
Miami	18-1	Georgia Tech	55-1	Michigan State	100-1
TCU	18-1	Michigan	60-1	NC State	100-1
Virginia Tech	18-1	North Carolina	60-1	Northwestern	100-1
Iowa	20-1	UCLA	60-1	Rutgers	100-1
LSU	25-1	Missouri	70-1	Texas A&M	100-1
Penn State	30-1	South Carolina	75-1	South Florida	105-1
Arkansas	32-1	Tennessee	75-1	Boston College	125-1
Auburn	40-1	Cincinnati	80-1	BYU	125-1
Clemson	40-1	Mississippi	80-1	Kansas State	125-1

CONFERENCE ODDS

ODDS TO WIN THE ACC	ODDS TO WIN THE BIG 12
FLORIDA ST.....5-2	TEXAS.....2-1
MIAMI.....5-2	NEBRASKA.....5-2
NORTH CAROLINA.....5-1	OKLAHOMA.....5-2
VIRGINIA TECH.....5-1	MISSOURI.....13-2
CLEMSON.....13-2	KANSAS ST.....8-1
BOSTON COLLEGE.....8-1	TEXAS A&M.....8-1
GEORGIA TECH.....10-1	COLORADO.....12-1
NC STATE.....15-1	TEXAS TECH.....12-1
VIRGINIA.....20-1	KANSAS.....15-1
WAKE FOREST.....25-1	BAYLOR.....20-1
DUKE.....50-1	OKLAHOMA ST.....20-1
MARYLAND.....50-1	IOWA ST.....30-1

ODDS TO WIN THE BIG EAST	ODDS TO WIN THE PAC 10
CONNECTICUT.....5-2	USC.....+175
PITTSBURGH.....5-2	OREGON.....5-2
WEST VIRGINIA.....3-1	ARIZONA.....5-1
CINCINNATI.....5-1	OREGON ST.....5-1
RUTGERS.....5-1	WASHINGTON.....13-2
USF.....5-1	UCLA.....8-1
LOUISVILLE.....8-1	CALIFORNIA.....10-1
SYRACUSE.....15-1	STANFORD.....10-1
	ARIZONA ST.....15-1
	WASHINGTON ST.....100-1

ODDS TO WIN THE BIG TEN	ODDS TO WIN THE SEC
OHIO ST.....3-2	ALABAMA.....1-1
IOWA.....3-1	FLORIDA.....5/2
WISCONSIN.....3-1	AUBURN.....5-1
PENN ST.....13-2	GEORGIA.....13-2
MICHIGAN.....10-1	ARKANSAS.....8-1
MICHIGAN ST.....10-1	LSU.....8-1
ILLINOIS.....15-1	SOUTH CAROLINA.....8-1
PURDUE.....15-1	TENNESSEE.....8-1
INDIANA.....20-1	KENTUCKY.....30-1
MINNESOTA.....20-1	MISSISSIPPI.....33-1
NORTHWESTERN.....20-1	MISS ST.....50-1
	VANDERBILT.....100-1

Marquee College Game Matchups

Fav - Dog HOME TEAM IN CAPS	Line	Nov. 6, 2010
ALABAMA-Penn St	11'	Alabama-LSU 4'
Georgia-SOUTH CAROLINA	1'	Oklahoma-TEXAS A&M 9
OHIO ST-Miami, FI	8	FLORIDA ST-N Carolina 3
NOTRE DAME-Michigan	5	Tou-UTAH 5'
Sept. 18, 2010		Nov. 13, 2010
Georgia-Arkansas	3	FLORIDA-S Carolina 15
Florida-TENNESSEE	12'	OHIO ST-Penn St 10
MICHIGAN ST-Notre Dame	1	Virginia Tech-N CAROLINA 1'
TEXAS-TEXAS TECH	4	Nov. 20, 2010
LSU-W Virginia	5'	Ohio St-IOWA 3'
Oklahoma-CINCINNATI	7'	Wisconsin-MICHIGAN 2'
ARIZONA-Cal	3	CAL-Stanford 2
BOISE ST-Oregon St	14	Pittsburgh-USF 2'
NOTRE DAME-Stanford	1	N CAROLINA-NC State 12
Oct. 2, 2010		Nov. 25, 2010
ALABAMA-Florida	3	TEXAS-Texas A&M 14
Georgia-COLORADO	7	Nov. 26, 2010
IOWA-Penn St	3	ALABAMA-Auburn 11
Oklahoma-Texas	3	NEBRASKA-COLORADO 17
BOSTON COLL-Notre Dame	2'	ARIZONA ST-Ucla 1
Oct. 9, 2010		PITTSBURGH-W Virginia 4
Alabama-S CAROLINA	7	Boise St-NEVADA 7'
Arkansas-Texas A&M	5'	Nov. 27, 2010
FLORIDA-Lsu	12	ARKANSAS-Lsu 3
Georgia-Tennessee	12'	OLE MISS-Miss St 6'
MICHIGAN-Michigan St	3	Florida-FLORIDA ST 7
MIAMI, FL-Florida St	5'	GEORGIA-Ga Tech 4
Oct. 16, 2010		CLEMSON-S Carolina 3
AUBURN-Arkansas	3	OHIO ST-Michigan 15
Ohio St-WISCONSIN	3'	Iowa-MINNESOTA 9
NEBRASKA-Texas	2'	Oklahoma-OKLA ST 13
Oct. 23, 2010		VIRGINIA TECH-Virginia 21
IOWA-Wisconsin	3	USC-Notre Dame 7'
Oklahoma-MISSOURI	7	UTAH-Byu 8
MIAMI, FL-N Carolina	7	Dec. 2, 2010
CLEMSON-Georgia Tech	E	ARIZONA-Arizona St 11
Notre Dame-Navy	5	Dec. 4, 2010
Oct. 30, 2010		Washington-WASH ST 13
Florida-Georgia	7	Usc-UCLA 5
USC-Oregon	2'	Oregon-OREGON ST 3
		CINCINNATI-Pitt 1
		Dec. 11, 2010
		Navy-Army 14

EARLY SUPER BOWL XLV ODDS

ODDS TO WIN 2011 SUPER BOWL XLV Cowboys Stadium, Arlington, TX • Sunday, February 6, 2011

	SB	O/U	CONF	DIV	Cincinnati	SB	O/U	CONF	DIV
Indianapolis	5-1	11	-200	3-1	Cincinnati	22-1	8	+270	11-1
New Orleans	8-1	10.5	-200	4-1	Tennessee	23-1	8.5	3-1	14-1
Dallas	9-1	10	-125	5-1	Arizona	29-1	7.5	+155	16-1
Green Bay	9-1	9.5	-125	5-1	San Francisco	32-1	8.5	+115	16-1
Minnesota	9-1	9.5	+130	5-1	Chicago	34-1	8	+460	19-1
New England	9-1	9.5	1-1	5-1	Denver	36-1	7.5	4-1	20-1
New York Giants	10-1	8.5	+275	9-1	Carolina	44-1	7.5	6-1	25-1
San Diego	10-1	11	-450	6-1	Seattle	47-1	7.5	3-1	28-1
New York Jets	12-1	9.5	+110	6-1	Jacksonville	60-1	7	13-1	35-1
Baltimore	13-1	10	-130	7-1	Cleveland	72-1	5.5	10-1	40-1
Philadelphia	15-1	8.5	3-1	9-1	Oakland	85-1	6	9-1	60-1
Atlanta	16-1	9	+185	9-1	Buffalo	125-1	5.5	30-1	75-1
Pittsburgh	18-1	8.5	+255	10-1	Detroit	125-1	5	23-1	75-1
Washington	19-1	7.5	+450	12-1	Kansas City	125-1	6.5	10-1	75-1
Houston	21-1	8	3-1	12-1	St Louis	125-1	5	10-1	75-1
Miami	21-1	8.5	4-1	12-1	Tampa Bay	125-1	5.5	20-1	75-1

NFL WEEK #1 REG SEASON

Fav/Dog - HOME TEAM	Line	O/U
Thursday, September 9, 2010		
NEW ORLEANS-Minnesota	4	51'
Sunday, September 12, 2010		
NY GIANTS-Carolina	7	40
Miami-BUFFALO	3	38
Atlanta-PITTSBURGH	2	38'
CHICAGO-Detroit	7	42'
NEW ENGLAND-Cincinnati	6	44
TAMPA BAY-Cleveland	3	36
JACKSONVILLE-Denver	1'	40
Indianapolis-HOUSTON	3	47
TENNESSEE-Oakland	7	41
PHILADELPHIA-Green Bay	E	46
San Francisco-SEATTLE	2	38
Arizona-ST LOUIS	3'	41
Dallas-WASHINGTON	3'	42
Monday, September 13, 2010		
NY JETS-Baltimore	3	37
San Diego-KANSAS CITY	6	45

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\$1500Auburn OVER 8.5 wins
\$1500Miami, FL OVER 8.5 wins
\$1000Oklahoma OVER 10.5 wins
\$1000Iowa OVER 8.5 wins
\$1000Notre Dame OVER 7.5 wins
\$1000Florida St OVER 7.5 wins
\$800Nebraska OVER 10 wins
\$500W Virginia OVER 8.5 wins
\$500N Carolina OVER 8 wins

LY we pegged Bama at 20-1 to win the National Championship. Here are this years wagers...

\$500 ... Oklahoma to win the Nat'l Champ at 7-1
\$200 ... Ohio St to win the Nat'l Champ at 6-1
\$200 ... Nebraska to win the Nat'l Champ at 15-1
\$100 ... Georgia to win the Nat'l Champ at 40-1
\$100 ... N Carolina to win the Nat'l Champ at 60-1
\$50 Missouri to win the Nat'l Champ at 70-1
\$50 W Virginia to win the Nat'l Champ at 80-1

Here Are a Few Preseason Systems from the 2010 Pro Football Scorebook (see page 10)

- 1) Play on an AD of 4+ pts off 2 SU wins if they allowed 10 or less in both games **1980-2008 8-3 73%**
- 2) Play on a home team off a SU win at a neutral site **'84-'09 38-17-1 69%**
- 3) Go against a team that outgained its foe by 210 or more yards **1998-2009 27-13 68%**



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ACTUAL 2009 FORECAST

	Yards	Turn	Special
	Passing	Over	Teams
FLORIDA STATE	123	223	2.8
CLEMSON	241	238	3.1

CHECK THIS OUT! FSU is allowing 440 yds to IA line and has allowed over 475 yds 4 times TY. For perspective WKU is LAST in the NCAA in def and has allowed over 475 yds in just 4 gms. Can't stop the Tigers.

4★ CLEMSON 37 FLORIDA STATE 23

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AFC EAST FORECAST PROJECTED FINISH IN 0

New England PATRIOTS (13-3)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 0-4 3-1	8/12	New Orleans					
HF 0-2 0-1	HD 0-0 1-0	8/19	at Atlanta					
AF 0-0 0-1	AD 0-2 1-0	8/26	St Louis					
NF 0-0 0-0	ND 0-0 0-0	9/2	at NY Giants					

2009 RESULTS

at PHI +3 27-25 W 33 0
CIN -6 6-7 L 36 U
at WAS -3 27-24 L 37 0
NYG +3 38-27 W 36 0

2008 RESULTS

BAL -3 15-16 L 33 1/2
at TB +2 10-27 L 33 1/2
PHI -2 17-27 L 37 0
at NYG +2 14-19 L 35 1/2

After yrs of letting star players get away via free agency, the Patriots were very aggressive in adding more talent in '07 by bringing in WR's Randy Moss & Wes Welker. We called it the best team HC Belichick had fielded. They lived up to the hype by romping to a 16-0 regular season but their ultimate goal went unfulfilled with their Super Bowl loss to the Giants. They had the #1 offense by far in the NFL. In '08 the team ret'd almost intact & their opp's had a combined record of 99-157 (38.7%). They did benefit from 4 net close wins & were +16 in TO's in '07. They were the easy pick for the Super Bowl but those plans went out the window early when QB Brady was lost in week 1. Despite a QB that was a backup in college & had very little game experience since high school, NE finished 11-5. They went from 36.8 ppg with the best QB in the NFL to 25.6 ppg & NE became the 2nd team since the NFL expanded to 16 games (1978) to win 11 games & NOT make the playoffs. Brady was healthy for 2009. They did have to travel to London & had 3 prime time road games (0-3 in marquee AG in '08). It is very rare for a team not to make it to the playoffs one year & be the Super Bowl favorite the next year, but the Pats were in that role LY. They were not as dominant as expected after letting a few key defensive players go prior to the year. They rested players in the 2H vs Houston & then were surprisingly out muscled by Baltimore at home (held to 196 yds) & lost in the 1st round of the playoffs. NE has not won a Super Bowl in 6 years. They were #3 on off & #11 on def & Brady is another year removed from his inj. Of the 5 major mags we checked as we wrote this, all 5 have picked the Jets to win the East but we will call for the Pats, who are now way under the radar to be a Super Bowl favorite.

New York JETS (11-5)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 3-1 2-2	8/16	vs NY Giants					
HF 0-1-1 1-1	HD 0-0 0-0	8/21	at Carolina					
AF 0-0 0-0	AD 2-0 2-0	8/27	Washington					
NF 0-0 0-0	ND 0-0 0-0	9/2	at Philadelphia					

2009 RESULTS

STL -3 20-23 L 32 0
at BAL +3 23-24 W 33 0
at NYG +3 27-25 W 36 0
PHI -3 38-27 W 37 0

2008 RESULTS

at CLE +3 24-20 W 35 0
WAS -3 10-13 L 35 1/2
NYG -3 10-7 T 38 1/2
at PHI +3 27-20 W 35 0

Eric Mangini (35 yrs old) became the Jets 7th HC in 15 yrs in '06. They were one of the healthiest tms in the league (only 28 starts missed) while facing the #27 sked but despite their 10-6 record, they were outgained by 415 yds (#25 off, #20 def). Those factors had us calling for them to slip back to the pack despite some magazines making them a "hot" pick for '07. They were #26 on offense & #18 on def & plummeted to 4-12. In '08 they figured to move back up as they were off a season with 4 net close losses. Their sked got softer & the Jets were 8-3 & in control of the AFC East. The Jets were favored in their final 5 games & faced only 1 team in that stretch that finished with a winning record. They went 1-4 & missed the playoffs scoring 17 or less in 4 of the last 5. LY they brought in an energetic new coach in Rex Ryan but they lost QB Brett Favre & 4 other key starters. Their sked strength also went from #30 to #1. We must admit we pegged the Jets for last in the East as they also had a rookie QB. They opened a surprising 3-0 but lost 6 of their next 7 to drop to 4-6. They got to 7-7 & then benefitted from BOTH IND & CIN resting their starters to get two wins & with tiebreakers, got into the playoffs. They stunned CIN & SD on the road but lost to IND 30-17 in the AFC Title game. They had the NFL's #1 def but #20 on offense & brought in some big FA's but also let some key players go. The Jets are the trendy pick to win the East this year & they are one of the most talented tms & only face the #20 schedule. Only two of the Jets road games are vs tms that had a winning record LY! They will be an improved squad & as we saw LY once they make the playoffs, Ryan's group is very dangerous!

Miami DOLPHINS (8-8)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 3-1 4-0	8/14	Tampa Bay					
HF 1-1 1-0-1	HD 0-0 0-0	8/21	at Jacksonville					
AF 0-0 0-0	AD 2-0 2-0	8/27	Atlanta					
NF 0-0 0-0	ND 0-0 0-0	9/2	at Dallas					

2009 RESULTS

JAX -3 12-9 T 33 U
CAR -3 27-17 W 33 0
at TB +2 10-6 W 37 U
at NO +3 10-7 W 36 1/2

2008 RESULTS

TB -3 6-17 L 32 U
at JAX +3 19-14 W 34 1/2
KC -3 24-0 W 34 1/2
at NO +1 14-10 W 35 1/2

The Dolphins were just 6-10 despite actually OUTGAINING foes by 335 yds in '06. In '07 Cam Cameron took over after Nick Saban went back to the college game. His inaugural year was a disaster as they opened 0-13 & barely avoided a winless year with an OT win versus Baltimore. They were just #28 on offense & #23 on def but that was due to losing an incredible 101 starts to inj. That clearly pointed to a stronger year in '08 with Bill Parcells taking over in the front office. They also had a softer sked going from #5 to #28. The Dolphins were the MOST improved team in the NFL prior to '08 according to our ratings. With Parcells & new HC Tony Sparano orchestrating the show, Miami had an amazing 10 win turnaround (tied '99 Colts) going 11-5 & winning the AFC East while keeping New England out of the playoffs. LY there were a ton of factors showing the Dolphins taking a step back. They went from facing the #28 sked to the 2nd toughest. They had FIVE net close wins in '08 & despite their 11-5 record, they were only +16 ypg which is more indicative of a 9-7 team. They also benefitted from +17 in TO's tms that improve their record by 3 or more wins in one year take a step back 82% of the time & Miami was +10 in wins. We said Miami had a better roster but called for a drop to 3rd place & had them missing the playoffs & they dropped to 7-9. They were 7-6 & had 3 close losses to finish the year. They were -8 in TO's & had a drop of 4 net wins from '08. This should be a tale of two seasons for the Fins as they have a brutal 1H of the sked (7 opp's in Top 11 of our rankings!) but the 2H sked has only 2 tms that had a winning record in 2009.

Buffalo BILLS (2-14)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 2-2 1-4	8/13	at Washington					
HF 0-1 1-1	HD 0-0 0-0	8/19	† Indianapolis at Toronto					
AF 0-0 0-0	AD 2-0 0-2	8/28	Cincinnati					
NF 0-0 0-0	ND 1-0 0-1	9/2	at Detroit					

2009 RESULTS

† TEN +3 18-21 T 32 0
CHI -3 27-20 W 34 0
at GB +3 21-31 L 38 0
at PIT +6 0-17 L 36 U
DET -3 6-17 L 33 U

2008 RESULTS

at WAS +3 14-17 W 35 1/2
† PIT +1 24-21 W 33 0
at IND +5 20-7 W 38 U
DET -3 6-14 L 34 U

Dick Jauron became the 5th HC for BUF in 10 yrs in '06. Not much was expected in his 1st year but he got them to 7-7 before they lost their last 2. The Bills were outgained by 1,002 yds (#30 off, #18 def). They let CB Nate Clements, LB London Fletcher, RB Willis McGahee & LB Takeo Spikes go in the offseason. We called for them to miss the playoffs for an 8th straight year & Jauron once again surprised with a 7-9 record thanks to being +9 in turnovers (#30 off, #31 def). They finished '07 with 17 players on the IR so they figured to be healthier for '08. Jauron appeared on his way to outperforming our expectations again in '08 as we called for a 7-9 record & they opened 5-1 but went 2-7 after that to match our 7 win projection. They improved their stats to #25 on offense & #14 on def, their best numbers of Jauron's 3 straight 7-9 seasons. WR Terrell Owens was a controversial signee but he helped his last two tms to the playoffs in his 1st year (troubles begin 2nd year). Their offense had finished in the bottom 8 each of the previous 6 years. Buffalo did not make the playoffs a single year this past decade & despite some high expectations into '09, they stumbled to a 6-10 finish. They did have 3 net close losses & had an amazing 103 starts lost to inj including their QB. They had the #30 offense again & the #19 def. They did not exactly energize the fan base with the hire of Chan Gailey as the HC & they now lose Owens as well as ST coach April. They also play in the AFC East with 3 playoff caliber tms. They only have 7 true home games with one in Toronto & now take on the toughest sked in the NFL. It is tough to call for tms in the NFL to finish with this low of a record but adding in the sked vs their talent, it looks like a long rebuilding year.

AFC WEST FORECAST PROJECTED FINISH IN 0

San Diego CHARGERS (11-5)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 3-1 2-2	8/14	Chicago					
HF 1-1 1-1	HD 0-0 0-0	8/21	Dallas					
AF 0-0 0-0	AD 2-0 1-1	8/27	at New Orleans					
NF 0-0 0-0	ND 0-0 0-0	9/2	at San Francisco					

2009 RESULTS

SEA -3 14-20 L 36 U
at ARZ +2 17-6 W 40 U
at ATL +2 24-27 L 42 0
SF -3 26-7 W 37 U

2008 RESULTS

DAL -3 31-17 W 35 0
at STL +3 6-7 W 37 U
SEA -5 18-17 L 37 U
at SF +3 20-17 W 36 0

We rated the Chargers in the Top 10 on both sides of the ball in '06. They improved dramatically & were the best team in the NFL in the regular season at 14-2 (#4 off, #10 def). SD benefitted from +13 TO's, had 3 net close wins & were +5 in wins over '05's total, all factors pointing towards a weaker record in '07 & they went 11-5. They earned their 1st playoff win S/95 & then had a stunning road upset of IND. They were narrowly eliminated by NE (AFC Title game) despite QB Rivers & RB Tomlinson being injured. They were just #20 on offense & #14 on def & were -5 ypg. They had to travel 33,516 miles but benefitted from +24 in TO's (6 more than #2 tm), had the 2nd most favorable YPP's of any team plus Rivers was off of knee surgery. One of our 5 sets of power ratings had them at 7-9 despite the fact they were 25-7 in the regular ssn in '06 & '07, the 2nd best mark. Losing star LB Merriman to inj hurt the def which had finished #13, #10 & #14 the previous 3 yrs & fell to #25. The offense was only #11 & they were outgained on the year. SD stumbled during the year with a ton of close losses. Their SEVENTH close loss (losses by 2, 1, 7, 5, 1, 3, 6) dropped them to 4-8 while Denver was at 7-5. Denver won the next week to make the magic number one for playoff elimination but the Chargers won their last 4 while Denver lost their last 3. An 8-8 SD squad upset 12-4 IND again on the road before losing to Pittsburgh. This was by far the easiest division to forecast LY. They had 5 net close losses in '08 & took on the #29 sked & we had them 6 games ahead of the 2nd place team (they finished 5 games up). They were only #10 on offense & #16 on D (+33 ypg). They benefitted from +5 net close wins, +8 in TO's, a 5 net win increase over '08 & an off ypp of 12.7. While they will have a weaker record this year, no team in this division is in their class & they get a 5th straight div title.

Kansas City CHIEFS (6-10)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 2-2 0-4	8/13	at Atlanta					
HF 0-1-1 0-2	HD 0-0 0-0	8/21	at Tampa Bay					
AF 0-0 0-0	AD 1-1 0-2	8/27	Philadelphia					
NF 0-0 0-0	ND 0-0 0-0	9/2	Green Bay					

2009 RESULTS

HOU -2 10-16 L 37 1/2
at MIN +3 13-17 L 37 U
SEA -2 10-14 L 39 U
at STL +1 9-17 L 36 U

2008 RESULTS

at CHI +3 24-20 W 34 0
ARZ -2 17-27 L 35 0
at MIA +3 0-24 L 34 1/2
at STL -4 21-17 T 34 1/2

In '06, new HC Herm Edwards guided KC to wins in their final 2 games while winning a myriad of tiebreakers & making the playoffs despite losing QB Trent Green for 8 games with a concussion. Unfortunately, they did not get a FD until the 3Q vs IND & exited in the 1st round. In '07 they let QB Green go & our main concern was the offensive line which used to be the premier unit in the NFL, but with 3 more starters gone they had just one back from '05's top notch unit. KC was middle of the road statistically at #16 on both offense & def in '06. The D was strong in '07 at #13 but with the OL & QB woes they dropped to #31 on offense. They were actually 4-3 at one point in '07 & led Green Bay in the 4Q when they lost RB Larry Johnson. In '08 they purged the roster of vets & were the youngest team in the league with 75 starts by rookies. We projected a 3-13 record but KC actually went 2-14 as they had the #24 offense & #31 def (-84 ypg). LY they started over again with a new GM, HC & plenty of new players on both sides of the ball. Matt Cassel took a Patriots team that was 16-0 & guided them to 11 wins in '08. We projected he would go through a rough year with a supporting cast that is nowhere near what he worked with in NE. On the positive side they had SIX net close losses & had unfavorable YPP's in '08. They improved to 4-12 & did so despite 4 net close losses. This year they are in the 2nd year of the new regime & have added some solid pieces like 2 new starting OL's, RB Jones & draft picks Berry, McCluster & Arenas. They also take on our #27 rated sked & should continue to show improvement in the win column.

Denver BRONCOS (5-11)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 2-2 1-3	8/15	at Cincinnati					
HF 1-1 0-1	HD 0-0 1-0	8/21	Detroit					
AF 0-0 0-0	AD 1-0-1 1-1	8/29	Pittsburgh					
NF 0-0 0-0	ND 0-0 0-0	9/2	at Minnesota					

2009 RESULTS

at SF +2 16-17 W 34 U
at SEA +3 13-27 L 36 1/2
CHI -2 17-27 L 38 U
ARZ +3 19-0 W 36 0

2008 RESULTS

at HOU +3 16-19 T 34 0
DAL -2 23-13 W 37 U
GB -3 24-27 L 38 0
at ARZ +3 28-14 W 37 0

Mike Shanahan won a pair of Super Bowls in '97 & '98 but has only won ONE playoff game since Elway departed. They have also had just ONE losing ssn this past decade. DEN opened '06 at 7-2 & did not allow over 7 points in 5 str gms, but finished just 9-7 as their home OT loss to SF in the ssn finale cost them a trip to the playoffs. The Broncos switched QB's for the L5 gms (2-3) with rookie Jay Cutler taking over & surprisingly were #21 on off & #14 on def (-17 ypg on yr). In '07 they slipped to 7-9 with 4 of their 7 victories coming on game winning FG's by Jason Elam. In '08 they looked much stronger & appeared on their way back to the postssn. With 3 wins left they were 8-5 in the woeful AFC West while SD was 5-8 so their magic number was one. Amazingly they lost their L/3 as the D collapsed which incl a home loss to BUF. SD won their last 3 & at 8-8, DEN missed the playoffs. On the positive side for '09 they were -17 in TO's in '08, had the #2 off in the NFL in '08 & were +21 ypg. Despite their 8-8 record they had 65 sts lost to inj & had poor YPP's both off & def. On the negative side they lost their 14 yr veteran HC (went to a 32 year old) & parted ways with Cutler. In '08 they faced the 31st toughest sked & it was tougher in '09 at #10. We thought WR Marshall would not be around when we made our projections but he played & DEN got off to a remarkable 6-0 start with the #9 off & #2 D & looked for real. The collapse happened again as they went 2-8 down the stretch but finished a solid #15 on off & #7 on D. They let Cutler and 6 more starters go including WR Marshall who was a huge part of the off. They have to travel to London during the yr & draw some of the AFC's top tms early & will likely drop below .500.

Oakland RAIDERS (5-11)

ATS LOG		2010 Preseason Schedule		Line	Score	WL	Total	O/U
ATS 08 09	SU 1-3 1-3	8/12	at Dallas					
HF 1-1 1-0	HD 0-0 0-1	8/21	at Chicago					
AF 0-0 0-0	AD 1-1 1-1	8/28	San Francisco					
NF 0-0 0-0	ND 0-0 0-0	9/2	Seattle					

2009 RESULTS

DAL -2 31-10 W 34 0
at SF +3 20-21 W 34 0
NO +2 7-45 L 41 0
at SEA +3 21-31 L 36 0

2008 RESULTS

SF -3 18-6 W 34 U
at TEN +3 16-17 W 35 U
ARZ -3 0-24 L 38 U
at SEA +3 16-23 L 35 0

In 2002, OAK looked like the best team in FB & were favored in the Super Bowl but they were crushed despite having the NFL's #1 off & #11 D. They are just 29-83 since that loss to TB. In '06 the Raiders (2-14) def was actually #3 in the NFL & they were only outgained by 39 ypg, which is more indicative of a 6 win team. They were -23 in TO's, had 3 net close losses & very poor YPP's from '06. As expected they doubled their win total but they were just #25 on offense & #22 on def. They were just 3-21 vs other AFC West tms the previous 4 years. In '08 they faced just 3 tms that made the playoffs in '07 so the sked was very manageable. They were -11 in TO's & had 3 net close losses in '07 which were more good signs. Things did not go well early as HC Lane Kiffin was fired after 4 gms & OL cch Tom Cable took over as interim HC. They only won once in his 1st 6 & were 2-8 but went 3-3 down the stretch. OAK did have the #29 off & #27 D so there was a lot of ground to make up with the rest of the NFL. The Raiders suffered an amazing 7th str ssn in 11+ losses despite benefitting from 3 net close wins although they were -13 in TO's. OAK was #31 on off & #26 on D (-96 ypg). They went thru 3 diff starting QB's including the now jettisoned #1 overall bust JaMarcus Russell & will turn to ex-Wash QB Jason Campbell. This is a much improved tm & playing in a div where it should be easy to move up. They did also beat both PHI & PIT in '09. LY we called for them to snap that streak of 11 loss seasons but they lost their last two & missed out. We will make the same call this year but this time a little more mildly.

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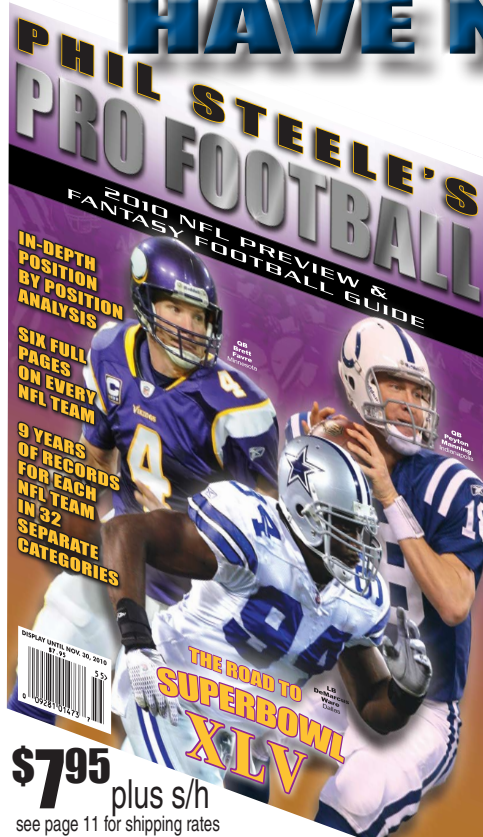
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ALABAMA CRIMSON TIDE

2009 Season Preview
Alabama's offense is the most explosive in the SEC, led by quarterback Matt Elvis and running back Mark Ingram. The defense is anchored by defensive end Mark Ingram and defensive tackle Mark Ingram. The team is expected to finish as the SEC champion and the national champion.

PHIL'S FORECAST
Alabama is projected to finish 11-2 in the SEC and 13-4 overall. They are favored to win the SEC championship and the national championship.

2009 Statistical Leaders
Matt Elvis: 2,800+ yards, 20+ touchdowns
Mark Ingram: 1,000+ yards, 10+ touchdowns

ALABAMA CRIMSON TIDE

Player	Pos	Yards	TDs
Matt Elvis	QB	2,800	20
Mark Ingram	RB	1,000	10

Team	Rank	Yards	TDs
Alabama	1	100	10
Ole Miss	2	80	8

Player	Pos	Yards	TDs
Mark Ingram	DE	100	10
Mark Ingram	DT	80	8

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NFC NORTH FORECAST PROJECTED FINISH IN 0

Minnesota VIKINGS (12-4)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	1-3	3-1	8/14	at St Louis				
HF	0-1	1-1	8/22	at San Francisco				
HD	1-0	0-0	8/28	Seattle				
AF	0-0	1-0	9/2	Denver				
AD	1-1	1-0						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

at IND	-3	13-3	W 36 U
KC	-3	17-13	W 37 U
at HOU	+3	17-10	W 39 U
DAL	-3	31-35	L 36 O
SEA	-3	17-34	L 34 O
at BAL	+1	23-15	W 34 O
PIT	+2	10-12	W 36 U
at DAL	+3	10-16	L 34 U

Minnny was just 6-10 in Brad Childress' 1st year (2006) but their defense was #1 in the NFL vs the rush and #8 overall. They were actually +140 yards on the year. Those factors pointed to improvement. The old adage is if you run the ball and stop the run, you will win. The Vikings were a RARE team to be #1 in rushing offense (164 ypg) AND defense (74 ypg) in '07 but they only upped their record to 8-8 as they had one of the weakest QB's and pass D's in the league. They did go 5-2 down the stretch and beat eventual SB champ NYG 41-17. They also had 3 net close losses. In 2008 we called for the Vikings to grab their first division title since 2000 and they did not disappoint. They were 5-5 but won 5 of the last 6 in the season finale with the NYG resting players (still only won by 1) and took home the NFC North Title. One advantage our publication has coming out later than the competitors is we know of some late signings and featured in the Brett Favre signing LY. The Vikes went from facing the #11 to the #23 schedule and at midseason were 7-1 with the #2 North team at 4-4. They eased up a little at the end dropping 3 of 4 and then had to win vs the Giants in week 17 to wrap up a bye. After destroying Dallas 34-3 they had a 475-257 yard edge on the road vs NO and NO had to win vs the Giants in week 17 in FA and were #5 on off and #6 on D (1 of 4 teams with Top 10 rankings on both sides) and our main set of power ratings (talent) lists them #1 in the NFL. On the negative side, the main question is if Favre who is another year older can have the same type of year he did in '09 (68%, 34:7 ratio). They had only 16 sts lost to injury and had 2 net close wins. They do draw NO, NYJ, GB, & NE as their 1st 4 road games but they are the best team in the NFC and will win the North for a 3rd straight year.

Green Bay PACKERS (10-6)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	1-3	3-1	8/14	Cleveland				
HF	0-1	2-0	8/21	at Seattle				
HD	1-0	0-0	8/26	Indianapolis				
AF	0-1	0-0	9/2	at Kansas City				
AD	1-0	1-1						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

CLE	-3	17-0	W 35 U
BUF	-3	31-21	W 38 O
at ARZ	+3	44-37	W 41 O
at TEN	+3	13-27	L 36 O
CIN	-3	17-20	L 35 O
at SF	-1	6-34	L 34 O
at DEN	+3	27-24	W 38 O
TEN	+6	21-23	W 35 O

The Pack was off an 8-8 season in '06 but we gave them a shot at the NFC North Title in 2007. They were underrated by almost everyone else but they went 13-3. It looked like Brett Favre would be back in the Super Bowl as they hosted the NFC Title game vs a WC Giants team but were upset with Favre's last pass in a GB uniform being int'd. GB had the NFL's youngest team in '07 and was #2 on offense and #11 on defense in '07 and had 20 starters back. On the negative side they had to replace Favre, had 3 net close wins in '07 and they upped their win total by 5 which usually means a trip back down the stretch with 7 games in the standings, their worst drop in franchise history. They actually opened up at 4-3 but went 2-7 down the stretch with 6 losses by 4 pts or less. The defense gave up 4.6 ypc rushing and was blasted by injuries. There were plenty of signs pointing towards improvement in '09. They had SIX net close losses so they were a handful of plays from being 12-4. Despite their 6-10 record they outgained foes 351-334 which is more like a 9-7 or 10-6 team. We pointed out that they would face the #31 schedule in the NFL (6 games vs teams with 5 or less wins in '08) and they made a positive move bringing in DC Dom Capers who switched the D to a 3-4. QB Rodgers also now had experience. We said they would contend for the North title. Naturally GB improved and was one of 4 teams in the NFL to rank in the Top 10 on both offense and defense (#6, #2) and they finished +94 ypg. They were the best team in the NFL the last 8 weeks going 7-1 but lost a shootout at Arizona in the first round of the playoffs (51-45 in OT). They did not sign any FAs (lost 5) but are clearly one of the top teams in the NFC and a contender in the North despite coming off a year they benefitted from +24 in TO's and were +5 wins from the year prior.

Chicago BEARS (9-7)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	1-3	3-1	8/14	at San Diego				
HF	0-2	2-0	8/21	Oakland				
HD	0-0	0-0	8/28	Arizona				
AF	0-1	0-0	9/2	at Cleveland				
AD	1-0	1-1						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

at BUF	+3	20-27	L 34 O
NYG	-2	17-3	W 34 U
at DEN	+2	27-17	W 38 O
CLE	-2	26-23	W 36 O
KC	-3	20-24	L 34 O
at SEA(OT)	-1	26-29	L 35 O
SF	-3	30-37	L 36 O
at CLE	+3	16-10	W 38 U

After opening 1-3 in 2005, Chicago won their next 8 games (5 by one score or less) and took home the NFC North Title. They lost to CAR at home in the playoffs despite their defense being #2 in the NFL (#29 Off). In 2006 all 22 starters returned. After facing the #31 schedule in '05, they faced the #32 schedule in '06! All 3 of their division rivals had rookie HC's. The Bears went 13-3 and made it to the Super Bowl. Only one of the last 7 Super Bowl losers has even qualified for the playoffs and they caught a lot of breaks in '06 which had us calling for a downturn in '07. Chicago lost 72 starts to injury and took on the 4th toughest slate and were just #27 on offense and #28 on defense and slipped to 7-9. Teams that drop 6 wins from the previous year usually head back up and they only took on the #23 schedule in '08. Those factors pointed to an upturn and the Bears were in the hunt for the playoffs before dropping their final game to fall to 9-7. Despite their winning record, they were actually -39 ypg which is more indicative of a 5 or 6 win team. They were the chic pick to win the North as they brought in QB Jay Cutler from DEN which was a large upgrade over their mediocre QB play (11 different starting QB's over the previous 8 years). We picked them lower than most and while they opened 3-1, they suffered some defensive injuries and would go 2-8 prior to winning their last 2 (7-9). The Bears bring in Mike Martz for the offense and they are only 7-15 without LB Brian Urlacher who was injured in week 1 LY. This team improved across the board in the offseason and we expect a solid start but the final 4 games are brutal. They are still capable of contending in the tough NFC North.

Detroit LIONS (3-13)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	4-0	3-1	8/14	at Pittsburgh				
HF	1-0-1	0-1	8/21	at Denver				
HD	1-0	1-0	8/28	Cleveland				
AF	0-0	0-0	9/2	Buffalo				
AD	2-0	1-1						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

ATL	-3	27-26	L 34 O
at CLE	+3	10-27	L 38 U
IND	+3	18-17	W 40 U
at BUF	+3	17-6	W 33 U
NYG	-3	13-10	T 31 U
at CIN	+3	27-10	W 36 O
CLE	-3	26-6	W 40 U
at BUF	+3	14-6	W 34 U

Detroit has not made the playoffs since 1999 and has won ONE playoff game since 1957 (52 YEARS!). The Lions are also just 33-111 over the last 9 years. In 2006 the Lions brought in their 3rd HC in 5 years in rookie Rod Marinelli, who was a disciplinary defensive-minded coach. The Lions had 6 straight years of double digit losses and 3 major draft busts with their #1 pick in that span. There were a ton of factors pointing to a much improved 2007 as they were -9 in TO's in 2006, had SIX net close losses and had an NFL high 100 starts lost to injury. QB Jon Kitna called for 10 wins in '07 and stunningly the Lions opened 6-2 after blowing out the Broncos 44-7. The 2nd half of the season did not go so well (1-7) but they almost upset the Cowboys at home. They were #19 on offense and #32 on defense. They became the first team since 1992 to lose 4 games by 30+ points. They did not make major upgrades in the offseason and our forecast of 3-13 proved too generous as they had the NFL's first ever 0-16 season and are currently on a 3-37 run. Detroit's 517 points allowed was 2nd worst ever. They did manage to finish 30th on offense (not last) and they only lost 2 games by 30+. They ended their 19 game losing streak LY in week 3 vs Washington and later beat Cleveland to "improve" to 2-14. They were -18 in TO's and had 63 starts lost to injury (7th most). They earned an "A" in our offseason grades. One of our 5 sets of power ratings calls for an 8-8 year! Unfortunately most call for just a handful of wins as they play in the extremely tough NFC North.

NFC SOUTH FORECAST PROJECTED FINISH IN 0

New Orleans SAINTS (11-5)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	2-2	3-1	8/12	at New England				
HF	0-2	1-1	8/21	Houston				
HD	0-0	0-0	8/27	San Diego				
AF	1-0	1-0	9/2	at Tennessee				
AD	1-0	1-0						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

CIN	-3	17-7	W 37 U
at HOU	+3	38-14	W 38 O
at OAK	-2	45-7	W 41 O
MIA	-3	7-10	L 36 U
at ARZ	+2	24-10	W 35 U
HOU	-3	27-31	L 36 O
at CIN	-2	13-0	W 41 U
MIA	-1	10-14	L 35 U

In 2005, the Saints were decimated by Hurricane Katrina and did not play a single game in the Superdome. Star RB Deuce McAllister tore an ACL and QB Aaron Brooks basically quit with 3 games left. They had 59 starts lost to injury, were minus a league-high 24 TO's and took on the 8th toughest schedule. In '06, they got McAllister back and added FA QB Drew Brees and #1 DC Reggie Bush. All of those factors had them poised for a big turnaround and NO became the 1st team in NFL history to go from 13 losses to the Conference Title game. The Saints were +1,347 yards which was the best mark in the NFL. In 2007 they were a preseason favorite in the NFC but lost RB McAllister and shockingly opened 0-4. After going 7-3 to get back in the playoff hunt, they dropped the last two (#4 Off, #26 Def). Last year the Saints were off a last place South finish and picked 3rd by most magazines. We mentioned they were a team much stronger than their 8-8 record of '08 as they were +71 ypg which is more indicative of a 11-5 team and that was by far the best mark in the South. They had 3 net close losses and had 56 starts lost. The addition of DC Gregg Williams was a plus and we pointed out they took on the easiest schedule of the South teams (#23). Ours was the ONLY publication to pick the Saints to win the South and not only did they win their division, they won their first Super Bowl in franchise history! They had the #1 offense but only the #25 defense. The 2nd half of the year there was a lot of talk of an undefeated season but it ended at 13-0. They were outgained in the last 2 playoff games by a comb 907-589 but won both. They benefitted from +11 in TO's and were only +46 ypg and were +5 wins from '08, all factors pointing down. The Saints do draw the #26 schedule and while they won't match LY's 13 wins, they are a prime contender to repeat.

Atlanta FALCONS (10-6)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	2-2	2-2	8/13	Kansas City				
HF	1-1	1-1	8/19	New England				
HD	0-0	0-0	8/27	at Miami				
AF	0-0	1-0	9/2	at Jacksonville				
AD	2-0	1-0						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

at DET	+3	26-27	W 34 O
at STL	-2	20-13	W 36 U
SD	-2	27-24	W 42 O
BAL	-3	3-20	L 35 U
at JAX	+3	17-20	W 34 O
IND	-2	9-16	L 37 U
TEN	-3	17-3	W 36 U
at BAL	+2	10-9	W 33 U

The Falcons brought in a new HC in 2004 in Jim Mora Jr and the schedule got a lot easier (#6 to #31). The return of Michael Vick saw the team improve to 11-3 before resting their starters. The Falcons then came up short at Philly in the NFC Title game. They only faced 3 teams during the regular season that achieved a winning record. Despite their 11-5 record, Atlanta only outscored foes 340-337 (#20 Off, #14 Def). The Falcons opened 2005 at 6-2 and 2006 at 5-2 but finished just 8-8 and 7-9, respectively. We called 2007 a rebuilding year for the Falcons as Vick was off the team and they brought in a rookie HC in Bobby Petrino. Petrino quit after a 3-10 start and the Falcons were #23 on Off and #29 on Def. In '08 we noted that the last 2 South champs finished last the previous year and new HC Mike Smith became the man in charge. They turned the team over to a rookie QB but Matt Ryan had a big year as did FA RB Michael Turner and the Falcons flew back into the postseason at 11-5. Last year they added TE Tony Gonzalez. We pointed out that if you judge a team by the previous years' record and their current QB, RB and REC's then Atlanta would figure to be the favorite for the South. We pointed out that teams that have a gain of 6 or more wins from the previous year have a weaker record the next year 93% of the time. Atlanta had just 15 starts lost to injury (2nd fewest NFL). Despite their 11-5 record in '08, they were only +13 ypg. Their defense was not great in '08 (#24) and they let 5 defensive starters go and plugged in inexperienced players and as we expected they missed the playoffs. They were just #16 on offense and #21 on defense and were 6-7 before winning their last 3 games. Keep in mind the South champ has NEVER repeated and if the Saints are not the team, then Atlanta is as QB Ryan missed 3 games with injury (2 losses).

Carolina PANTHERS (4-12)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	2-2	0-4	8/12	at Baltimore				
HF	1-1	0-2	8/21	NY Jets				
HD	0-0	0-0	8/28	Tennessee				
AF	0-0	0-0	9/2	at Pittsburgh				
AD	1-1	0-2						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

at NYG	+3	17-24	L 32 O
at MIA	+3	17-27	L 33 O
BAL	-3	13-17	L 36 U
PIT	-3	10-21	L 33 U
IND(OT)	-4	23-20	L 35 O
at PHI	+3	13-24	L 35 O
WAS	-3	47-3	W 37 O
at PIT	+3	16-19	W 35 U

In 2007 the Panthers were the stylish pick for the NFC Title and it looked like they would face the #29 schedule but in the end it turned out to be the 6th toughest. QB Jake Delhomme was lost after 3 starts as FOUR different QB's in '08. They were a surprising 2-6 at home (HC Fox is just 29-27 at home) and missed the playoffs for the 4th time in 6 years (7-9). In '08 Delhomme was off Tommy John surgery. We pointed out the Panthers won 7 games with 4 different QB's, got a much softer schedule and would be under the radar. We projected that they were capable of living up to '07's expectations. The Panthers reclaimed their home field edge by going 8-0 and they returned to the top of the South standings at 12-4. Shockingly veteran Delhomme had the worst game of his career at home vs Arizona (5 int, 1 fmb) and Carolina was booed from the playoffs ever. Last year Carolina ret'd one of the best running games in the NFL (2 star RB's and a big OL), a veteran QB and WR Steve Smith. Carolina only outgained foes by 18.5 ypg in '08, benefitted from 4 net close wins and had favorable YPP's on off and def. Carolina was fortunate in '08 with just 16 starts lost to injury (3rd fewest NFL) and their schedule went from #16 to #5 in terms of toughness. While they and Atlanta were the preseason favorites to win the South, we called for them to miss the playoffs and they dropped to 8-8. Delhomme was replaced at QB by Matt Moore with the team at 4-7 and he led them to a 4-1 finish. CAR was #19 on offense and #8 on defense but loses 4 def starters including Julius Peppers and they did not sign any starters or have a #1 DC. They won their final 3 games but didn't catch an "A" game from any of the 3 foes (Minnny, NYG and NO). HC Fox does well when expectations are low and ours were surprisingly low for them this year.

Tampa Bay BUCCANEERS (4-12)

ATS LOG			2010 Preseason Schedule					
ATS	08	09		Line	Score	W/L	Total	O/U
SU	3-1	1-3	8/14	at Miami				
HF	1-0	0-2	8/21	Kansas City				
HD	0-1	0-0	8/28	Jacksonville				
AF	1-0	0-0	9/2	at Houston				
AD	1-0	1-1						
NF	0-0	0-0						
ND	0-0	0-0						

2009 RESULTS

at TEN	+4	20-27	L 35 O
at JAX	+3	24-23	W 34 O
MIA	-2		

☆☆☆ ATTENTION SUBSCRIBERS ☆☆☆ PRESEASON CALLING DATES & TIMES

WEEK 1A	WEEK 1	WEEK 2	WEEK 3	WEEK 4
CALLING DAYS & TIMES SUNDAY, AUGUST 8 11:00 AM - 1:00 PM ET HALL OF FAME, Canton, OH Cincinnati vs Dallas 8:00 pm ET (NBC)	CALLING DAYS & TIMES THURSDAY, AUGUST 12 5:00-7:00 PM ET Carolina at Baltimore @ 8:00 pm (ESPN) New Orleans at New England @ 7:30 pm Oakland at Dallas @ 9:00 pm FRIDAY, AUGUST 13 5:00-7:00 PM ET Buffalo at Washington @ 7:30 pm Jacksonville at Philadelphia @ 7:30 pm Kansas City at Atlanta @ 8 pm SATURDAY, AUGUST 14 11:00 AM-1:00 PM ET Tampa Bay at Miami @ 7:00 pm Detroit Lions at Pittsburgh @ 7:30 pm Houston at Arizona @ 8 pm Cleveland at Green Bay @ 8 pm Minnesota at St. Louis @ 9 pm Chicago at San Diego @ 9 pm Tennessee at Seattle @ 10 pm SUNDAY, AUGUST 15 11:00 AM-1:00 PM ET San Francisco at Indianapolis @ 1:00 pm Denver at Cincinnati @ 7:00 pm MONDAY, AUGUST 16 5:00-7:00 PM ET NY Giants at NY Jets @ 8:00 pm (ESPN)	CALLING DAYS & TIMES THURSDAY, AUGUST 19 5:00-7:00 PM ET Indianapolis at Buffalo (in Toronto), 7:30 pm New England at Atlanta @ 8:00 pm (FOX) FRIDAY, AUGUST 20 5:00-7:00 PM ET Philadelphia at Cincinnati @ 8:00 pm (FOX) SATURDAY, AUGUST 21 11:00AM-1:00 PM ET Baltimore at Washington @ 7:00 pm Pittsburgh at NY Giants @ 7:00 pm Kansas City Chiefs at Tampa Bay @ 7:30 pm Miami at Jacksonville @ 7:30 pm St. Louis at Cleveland @ 7:30 pm Houston at New Orleans @ 8:00 pm New York Jets at Carolina @ 8:00 pm Oakland at Chicago @ 8:30 pm Dallas at San Diego @ 9:00 pm Detroit at Denver @ 9:00 pm Green Bay at Seattle @ 10:00 pm SUNDAY, AUGUST 22 11:00AM-1:00 PM ET Minnesota at San Francisco @ 8:00 pm (NBC) MONDAY, AUGUST 23 5:00-7:00 PM ET Arizona at Tennessee @ 8:00 (ESPN)	CALLING DAYS & TIMES THURSDAY, AUGUST 26 5:00-7:00 PM ET Indianapolis at Green Bay @ 8:00 pm (ESPN) St. Louis at New England @ 7:30 pm FRIDAY, AUGUST 27 5:00-7:00 PM ET Atlanta at Miami @ 7:00 pm Washington at NY Jets @ 7:00 pm Philadelphia at Kansas City @ 8:00 pm San Diego at New Orleans @ 8:00 pm (CBS) SATURDAY, AUGUST 28 11:00 AM-1:00 PM ET Cleveland at Detroit @ 5:30 pm Cincinnati at Buffalo @ 6:30 pm Jacksonville at Tampa Bay @ 7:30 pm NY Giants at Baltimore @ 7:30 pm Dallas at Houston @ 8:00 pm (CBS) Seattle at Minnesota @ 8:00 pm Tennessee at Carolina @ 8:00 pm Arizona at Chicago @ 8:30 pm San Francisco at Oakland Raiders @ 9 pm SUNDAY, AUGUST 29 11:00 AM-1:00 PM ET Pittsburgh at Denver @ 8:00 pm (FOX)	CALLING DAYS & TIMES THURSDAY, SEPTEMBER 2 5:00-7:00 PM ET Buffalo at Detroit @ 7:00 pm Cincinnati at Indianapolis @ 7:00 pm New England at NY Giants @ 7:00 pm Atlanta at Jacksonville @ 7:30 pm Carolina at Pittsburgh @ 7:30 pm NY Jets at Philadelphia @ 7:30 pm Baltimore at St. Louis @ 8:00 pm Chicago at Cleveland @ 8:00pm Denver at Minnesota @ 8:00pm Green Bay at Kansas City @ 8:00pm Miami at Dallas @ 8:00pm New Orleans at Tennessee @ 8:00pm Tampa Bay at Houston @ 8:00pm San Diego at San Francisco @ 10:00pm Seattle at Oakland @ 10:00pm Washington at Arizona @ 10:00pm END OF PRESEASON NFL CALL-IN * Please note that College games are NOT included with the Free Bonus of NFL Preseason Late Phone Plays



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2010 NFL POWER RATINGS
We've graded each team position by position and have listed the 2010 Power Ratings. Each week we update these Power Ratings in our weekly Power Sweep editions.

TEAM	RTG	TEAM	RTG	TEAM	RTG
1 New England	101.7	12 Cincinnati	96.4	23 Seattle	90.0
2 Minnesota	101.7	13 Tennessee	96.3	24 Cleveland	89.0
3 Indianapolis	99.7	14 Atlanta	96.2	25 Kansas City	88.9
4 New Orleans	99.3	15 San Francisco	95.1	26 Denver	88.9
5 NY Giants	99.2	16 Washington	94.9	27 Carolina	88.9
6 Baltimore	98.7	17 Chicago	94.7	28 Oakland	88.7
7 Dallas	98.5	18 Houston	94.6	29 Tampa Bay	88.7
8 NY Jets	97.9	19 Miami	92.9	30 Detroit	88.1
9 Green Bay	97.3	20 Philadelphia	92.4	31 Buffalo	86.6
10 Pittsburgh	97.2	21 Arizona	92.4	32 St Louis	84.1
11 San Diego	97.2	22 Jacksonville	90.2		

NFC EAST FORECAST PROJECTED FINISH IN C

New York GIANTS (11-5)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/16	vs NY Jets					
SU 2-2	1-3	8/21	Pittsburgh					
HF 2-0	1-1	8/28	at Baltimore					
HD 0-0	0-0	9/2	New England					
AF 0-0	0-1							
AD 1-0	0-1							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

CAR -3 24-17 W 32' O
 at CHI +2 3-17 L 34' U
 NYJ -3 25-27 L 36' O
 at NE -3 27-38 L 36' O

2008 RESULTS
 at DET +3' 10-13 W 31' U
 CLE -2 37-34 W 35' O
 at NYJ +3 7-10 T 38 U
 NE -2' 19-14 W 35' U

In 2006 the Giants barely made the playoffs and lost to Philly by 3 on the road. They were only #14 on offense and #25 on defense and had to replace RB Tiki Barber and LT Luke Petitgout. Their 2007 season was interrupted by a trip to London and a trip to the playoffs was in question as they trailed Buffalo in the 4Q in week 15. Entering the playoffs as a wildcard, they became yet another team this decade to win 4 playoff games away from home and upset the unbeaten Pats in the Super Bowl. The Giants defense became a fixture in the NFL with 53 sacks and allowed just 98 ypg (3.8) rushing. They were actually -9 in TO's in '07. They also had won 11 straight away from home. They did lose DE Michael Strahan to retirement and then DE Osi Umeyiorwa to injury but were actually a stronger team as they opened 11-1 in '08. They lost WR Plaxico Burress and went 1-4 incl a home loss to Philly in the playoffs. They were #7 on off and #5 on def. Last year they got some key additions on defense but were once again hit hard by injuries on that side. They still were #8 on offense and #13 on defense and had actually opened the year at 5-0 and were Super Bowl favorites. They then lost 8 of their last 11 finishing the year with blowout losses (comb 85-16) to Carolina and Minny. That snapped a streak of 4 straight playoff appearances. The Giants will be way under the radar in 2010 and while they did not make major upgrades to the talent in the offseason, they should have better fortune and return to their '08 and early '09 form. They were +41 ypg LY which is more indicative of a 10-6 team and are our surprise NFC East pick.

Dallas COWBOYS (11-5)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/8	at Cincinnati					
SU 2-2	2-2	8/12	Oakland					
HF 1-1	1-1	8/21	at San Diego					
HD 0-0	0-0	8/28	at Houston					
AF 0-0	0-0	9/2	Miami					
AD 0-2	1-1							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

OAK +2 10-31 L 34' O
 TEN -3 30-10 W 38' O
 SF -6' 13-20 L 38 U
 at MIN +3 35-31 W 36 O

2008 RESULTS
 at SD +3 17-31 L 35' O
 at DEN +2' 13-23 L 37 U
 HOU -5' 23-22 L 41' O
 MIN -3 16-10 W 34 U

Dallas had not won a playoff game since 1996. In 2006 a bobbled snap by Romo in the playoffs was a rough way for Parcells to depart. Dallas was #5 on offense and #13 on defense. They returned all of their starters in '07 but it was still surprising that they went 13-2 clinching the best record in the NFC before resting their starters in Wk 17 with new HC Wade Phillips. It was also surprising to see them booted from the playoffs in the 1st round (at home vs Giants). Dallas was #3 on offense and #9 on defense and has 19 starters back with 13 of them in the Pro Bowl in '07. They were the preseason favorite to win the NFC in '08 and opened 4-1 but lost QB Romo for three games and dropped to 5-4 prior to the bye. They moved up to 8-4 but lost at Pitt and at home to Baltimore in the final game at Texas Stadium. Then with the playoffs on the line, Dallas was destroyed by Philly 44-6. They were #13 on offense and #8 on defense (+51 ypg). They were also -11 in TO's. They got rid of some clubhouse distractions in WR Terrell Owens and PacMan Jones (but also some talent). They opened their new billion dollar stadium and were considered a Super Bowl contender. After a 6-2 start, they lost 3 of their next 5. They needed to beat Philly just to make the playoffs but that win gave them the home edge the next week in a rematch and they got that magical playoff win by a 34-14 margin. The next week they were bounced out by the Vikings 34-3. Dez Bryant was a great pickup in the draft but they did lose 3 starters via FA and only bring in 1. They do play the 4th toughest schedule in the NFL (Giants face #11) and while they will be everyone's pick to win the East, we will call for a 2nd straight tie for first and this time lose out on the tiebreakers.

Washington REDSKINS (9-7)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/13	Buffalo					
SU 3-2	1-3	8/21	Baltimore					
HF 0-2	1-0	8/27	at NY Jets					
HD 0-0	0-0	9/2	at Arizona					
AF 0-0	0-0							
AD 1-1	1-2							
NF 1-0	0-0							
ND 0-0	0-0							

2009 RESULTS

BAL +3 0-23 L 31' U
 PIT -3 17-13 W 33 U
 NE +3' 24-27 W 37 O
 at JAX +6' 17-24 L 35 O

2008 RESULTS
 + IND -4' 30-16 W 31 O
 BUF -3' 17-14 L 35' U
 at NYJ +3 13-10 W 35' U
 at CAR +3 3-47 L 37 O
 JAX -3 3-24 L 34 U

Washington has not been to consecutive postseasons since '91-'92 and after making the playoffs in 2005, they kept that streak intact in '06 by dropping to 5-11. It was stunning to see the Skins D drop to #31 with injuries to the DL. In 2007 we called for them to return to playoff form and they went 9-7 before losing to Seattle in the playoffs despite having a 21-14 FD edge. They were #15 on offense and #8 on defense so they were a legitimate playoff team despite starting the year 5-7 and getting a win over Dallas in the finale with the Cowboys resting players. In 2008 they lost coach Gibbs, OC Saunders and DC Williams. The Skins had finished #19 on offense and #4 on defense. They opened up 6-2 with road wins over Dallas and Philly in B2B weeks! They lost to Pittsburgh, Dallas, NYG and Baltimore (tough foes) in the 2H of the year but dropped a game to Cincy and in the season finale a loss at San Francisco cost them a playoff berth. They added DT Albert Haynesworth as a FA and #1 DC DE Brian Orakpo last year and were #22 on offense and surprisingly #10 on defense under embattled HC Jim Zorn. Washington did not catch any breaks last year as they had FIVE Net Close Losses, were -11 in TO's, were #7 in starts lost to injury and were only -5 ypg despite being 4-12. Mike Shanahan is an excellent HC and steps into a GREAT situation as they also go from questionable QB play to adding Donovan McNabb! We will call them the most improved team in the NFL this year and call for a huge 5 game swing in the win column and a surprise contender in the brutal NFC East.

Philadelphia EAGLES (5-11)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/13	Jacksonville					
SU 2-2	1-3	8/20	at Cincinnati					
HF 1-1	0-2	8/27	at Kansas City					
HD 0-0	0-0	9/2	NY Jets					
AF 0-0	0-1							
AD 1-0	0-1							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

NE -3 25-27 L 33 O
 at IND -3 15-23 L 36' O
 JAX -7' 33-32 L 37' O
 at NYJ +3 27-38 L 37 O

2008 RESULTS
 at PIT E 10-16 L 33' U
 CAR -3' 24-13 W 35' O
 at NE +2' 27-17 W 37 O
 NYJ -3 20-27 L 35' O

The Eagles lost three straight NFC Title games before finally breaking through in 2004 and getting to the Super Bowl. In '05 they suffered the Super Bowl Loser jinx as they did not even make the playoffs (6-10). In '06 they lost McNabb to injury for a 2nd straight year and were just 10-6 but they won their FIFTH NFC East Title in 6 years (QB Jeff Garcia led 2H run). In '07 the Eagles were also one of those rare teams to rank in the Top 10 on both offense AND defense (#6, #10) that failed to make the playoffs. Philly had their lapses in '08 opening just 2-3 and at one point benching McNabb but won 4 of their last 5 including a 44-6 win over Dallas. They later upset Minnesota and the Giants on the road in the playoffs, but lost in the NFC Title game (5th in 8 years) to Arizona! Philly had the #9 offense and #3 defense in the NFL and had 4 net close losses. They outscored foes by over a TD per game despite their 9-6-1 record. Last year we were high on the Eagles and called for an 11-5 finish. They had the #11 offense and #12 defense. They had a rocky 5-4 start including a crucial home loss to Dallas but won their next 6. If they won at Dallas in Week 17, while there would have been the #2 seed but they lost and had to play at Dallas again the next week and lost the 2 meetings by a combined 58-14. While last years team did have 70 starts lost to injury (4th most) and the Eagles have made the playoffs 8 of 10 years, we are calling for a step back this season. They again lose some key players in the offseason including QB McNabb who now plays for a Division rival. They were also +15 in TO's, had 2 net close wins and were only +37 ypg LY. We will call for a rebuilding year in the brutal NFC East as they take on the NFL's 2nd toughest schedule.

NFC WEST FORECAST PROJECTED FINISH IN D

San Francisco 49ers (9-7)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/15	at Indianapolis					
SU 2-2	3-1	8/22	Minnesota					
HF 0-1	0-2	8/28	at Oakland					
HD 1-0	0-0	9/2	San Diego					
AF 0-0	0-0							
AD 1-1	1-1							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

DEN -2' 17-16 L 34' U
 OAK -3 21-20 L 34' O
 at DAL +6' 20-13 W 38 U
 at SD +3' 7-26 L 37 U

2008 RESULTS
 at OAK +3 6-18 L 34 U
 GB +1' 34-6 W 34' O
 at CHI +3' 37-30 W 36' O
 SD -3 17-20 L 36 O

The 49ers had 12 and 10 win seasons in 2001 and 2002 but then had SIX straight losing seasons getting to 7 wins in 3 of those 6 years. In 2007 the 49ers finished #32 on offense and #25 on defense and their 219 pts on offense was a league worst. Their 5 wins in '07 were by 3, 1, 6, 7 and 2 as they over achieved. Heading into 2008 only 2 of their 18 wins over the previous 4 years have been by more than 7 (largest margin by 14 pts!). In 2007 SF was one of 2 teams in the NFL that started FOUR different QB's and was -12 in TO's which pointed to a stronger record. In '08 they opened up 2-1 including a win over Seattle on the road but then lost 4 straight to top notch teams (Saints, Patriots, Eagles, Giants) and Mike Nolan was fired. Mike Singletary was named the HC. He lost his first 2 games but then won 5 of the last 7 giving them hope for '09. They did have the #15 defense in the NFL as Singletary streamlined the defense to a conservative 3-4. Last year San Fran had its 7th Offensive Coordinator in 7 years. They were -17 in TO's in '08 and as mentioned last year that if the Turnovers = Turnaround worked, they would break their streak of losing seasons, which they did at 8-8. They added a pair of #1 DC OL's and Ted Ginn Jr and figure to get improved QB play. They did have 4 net close losses in '09 so despite +9 in TO's and being -35 ypg LY with a defensive ypg of 13.4, we will call for the Niners to claim the weak West and they do take on the #31 schedule in the NFL this year.

Arizona CARDINALS (8-8)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/14	Houston					
SU 2-2	0-4	8/23	at Tennessee					
HF 0-2	0-2	8/28	at Chicago					
HD 0-0	0-0	9/2	Washington					
AF 1-0	0-1							
AD 1-0	0-1							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

PIT +3 10-20 L 33 U
 SD -2' 6-17 L 40 U
 GB -3' 37-44 L 41' O
 at DEN -3' 0-19 L 36 U

2008 RESULTS
 NO -2' 10-24 L 35' U
 at KC -2' 27-17 W 35 O
 at OAK +3 24-0 W 38 U
 DEN -3 14-28 L 37 O

The Cardinals had only had one winning season from 1984 to 2007. In Dennis Green's 2nd year (2005) the team was hit hard by injuries (#2 NFL with 85 starts lost). Despite that fact, amazingly Arizona was the ONLY team in the NFL to rank in the TOP 10 IN BOTH off and def in 2005!! In 2006 Arizona opened a new state-of-the-art climate controlled stadium and was poised for success. The Cards were an NFC West best 4-2 but just 1-9 outside the div. Ken Whisenant took over in '07 and they had the #9 D after 9 games but then the unit was hit by injuries. The offense also suffered through injuries to QB Leinart and WR's Boldin and Fitzgerald. Arizona was -7 in TO's and finished #12 on off and #17 on def. The Cards were 6-2 at home and needed just one win but lost two close games to SF or they would have had a winning record (9-7 would have meant playoffs). In '08 we gave them a good shot at winning the weak NFC West and at 8-5 they clinched the division title and a rare playoff spot. They were caught celebrating their success vs MIN and were unprepared for NE in the snow (lost by a combined 82-21), so they only finished 9-7. They were an underdog to Atlanta (11-5), Carolina (12-4) and at home vs Philly (9-6-1), but won all 3 to get to their first ever Super Bowl. They outgained Pittsburgh 407-292 but came up short in the big game. Arizona did benefit from good health with just 18 starts lost to injury (4th fewest in NFL). Last year we had a 10 win forecast and they finished 10-6, their most wins in a regular season this decade. The Cards did manage to avoid the Super Bowl jinx as SEVEN of the previous 8 Super Bowl losers did not even make the playoffs the next year. They got past GB at home 51-45 in OT but were thrashed by NO 45-14. They were actually outgained on the year (#14 off, #20 Def) and this season lose QB Warner to retirement and his production and leadership will be tough to replace. This is still a quality team with a weak schedule so a third straight playoff appearance is a possibility.

Seattle SEAHAWKS (7-9)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/14	Tennessee					
SU 3-1	4-0	8/21	Green Bay					
HF 1-0	2-0	8/28	at Minnesota					
HD 1-0	0-0	9/2	at Oakland					
AF 0-0	0-0							
AD 2-0	2-0							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

at SD +3 20-14 W 36 U
 DEN -3 27-13 W 36' O
 at KC +2' 14-10 W 39 U
 OAK -3 31-21 W 36 O

2008 RESULTS
 at MIN +3 34-17 W 34 O
 CHI (OT) +129-26 W 35 O
 at SD +5' 17-18 W 37' U
 OAK -3 23-16 W 35 O

In 2005, Seattle took on the #32 schedule and parlayed that into the best record in the NFC, but came up short in the Super Bowl. The Super Bowl loser had not won a playoff game the next season since 1997 or advanced to the title game since 1993 (13 yrs). The Seahawks had a weaker record in '06 but broke both of those streaks (thanks to Tony Romo's bobbled snap) losing to the Bears in the NFC Title game. Seattle was 9-7 in '06 but was actually outgained by 308 yards and was also -8 in turnovers. In 2007, we called for them to win the West again and they got to 10-5 before resting starters in week 17. Seattle got to the Divisional Round but lost at Green Bay. 2008 was Holmgren's final year and sentimentally many wanted to see him get to the postseason but other factors had us calling for a new West winner for the first time since 2003. They went from facing the #32 schedule to the #14 slate and they also benefitted from being +10 in TO's in '07. QB Hasselbeck then missed 9 games. It was Holmgren's worst ever finish here at 4-12 (14 players on IR including 8 who started the opener, #2 NFL in most starts lost to injury). Seattle also had 4 net close losses. Jim Mora Jr seemed to step into a good situation and while the record improved as you would expect, they were 5-7 when they lost their last 4 with 9 of their 11 losses coming by DD's. They had an older roster last year and have a new HC for a 2nd straight year with Pete Carroll coming on but had a solid offseason "A" rating in our post-draft grades. This is not an overwhelming team in terms of talent but they face the leagues weakest schedule and play in the NFL's softest division. They have a shot at the division if they catch a few breaks, something that has not happened the last few years.

Saint Louis RAMS (2-14)

ATS LOG		2010 Preseason Schedule		Line	Score	W/L	Total	O/U
ATS 08 09		8/14	Minnesota					
SU 2-2	3-1	8/21	at Cleveland					
HF 1-1	1-0	8/26	at New England					
HD 0-0	0-1	9/2	Baltimore					
AF 0-0	0-0							
AD 0-1-1	2-0							
NF 0-0	0-0							
ND 0-0	0-0							

2009 RESULTS

at NYJ +3 23-20 W 32' O
 ATL +2' 13-20 L 36 U
 at CIN +2' 24-21 W 34 U
 KC -1' 17-9 W 36 O

2008 RESULTS
 at TEN +3 13-34 L 33' O
 SD -3 7-6 L 37 U
 BAL -1 24-10 W 34' U
 at KC +4 17-21 T 34' O

In 2006, the Rams were 8-8 (+25 ypg) but it was a roller coaster season with a 4-1 start followed by a 1-7 mark in the next 8 before winning their last 3. In 2007 the Rams had 13 different OL's start due to injuries with the projected starting OL combining for 18 TOTAL starts on the year! They finished just 3-13. In 2008 they were #6 in starts lost to injury and they opened 0-4 and fired coach Scott Linehan. Jim Haslett led the team to 2 wins in his first two tries but then lost the last 10 for a miserable 2-14 record with only the winless Lions saving them from having the worst record in the NFL. They did lose 4 of their last 5 by 4 points or less but were -84.6 ypg with the #27 offense and #28 defense. Last year they brought in new HC Steve Spagnuolo and improvement was expected but their record dropped for a 3rd straight year to 1-15. Their only win was vs DET thanks to a fake FG. There are a lot of factors pointing towards improvement as they were -13 in TO's, had 3 net close losses and the final 4 games were started by former Div II QB rookie Keith Null, who did not even play in any of the first 12. They were however #29 on offense and #29 on defense and they have a rookie QB this year playing behind a still shaky O-line. They are 1 of 2 teams without a 1st RD DC WR or 1,000 yard rec on the roster (CLE). This years opp's combined for just a 115-141 record LY (#31) so they could pick up a few more wins than we forecast but this looks like another rebuilding year.

PRESEASON QUARTERBACK ROTATION

(as of 7/16/2010)

TEAM	1st String	2nd String	3rd String	4th String
ARIZONA	Matt Leinart	Derek Anderson	John Skelton	Max Hall
ATLANTA	Matt Ryan	Chris Redman	John Parker Wilson	
BALTIMORE	Joe Flacco	Marc Bulger	Troy Smith	John Beck
BUFFALO	Trent Edwards	Ryan Fitzpatrick	Brian Brohm	Levi Brown
CAROLINA	Matt Moore	Jimmy Clausen	Tony Pike	Hunter Cantwell
CHICAGO	Jay Cutler	Caleb Hanie	Dan LeFevour	
CINCINNATI	Carson Palmer	JT O'Sullivan	Jordan Palmer	
CLEVELAND	Jake Delhomme	Seneca Wallace	Colt McCoy	Brett Ratliff
DALLAS	Tony Romo	John Kitna	Stephen McGee	Matt Nichols
DENVER	Kyle Orton	Brady Quinn	Tim Tebow	
DETROIT	Matthew Stafford	Shaun Hill	Drew Stanton	
GREEN BAY	Aaron Rodgers	Matt Flynn	Graham Harrell	
HOUSTON	Matt Schaub	Dan Orlovsky	John David Booty	
INDIANAPOLIS	Payton Manning	Curtis Painter	Tom Brandstater	Tim Hiller
JACKSONVILLE	David Garrard	Luke McCown	Trevor Harris	
KANSAS CITY	Matt Cassel	Brodie Croyle	Tyler Palko	
MIAMI	Chad Henne	Chad Pennington	Pat White	Tyler Thigpen
MINNESOTA	Brett Farve	Tarvaris Jackson	Sage Rosenfels	Joe Webb
NEW ENGLAND	Tom Brady	Brian Hoyer	Zac Robinson	
NEW ORLEANS	Drew Brees	Chase Daniel	Sean Canfield	
NY GIANTS	Eli Manning	Jim Sorgi	Rhett Bomar	
NY JETS	Mark Sanchez	Kellen Clemens	Erik Ainge	Kevin O'Connell
OAKLAND	Jason Campbell	Bruce Gradowski	Kyle Boller	Charlie Frye
PHILADELPHIA	Kevin Kolb	Michael Vick	Mike Kafka	
PITTSBURGH	Ben Roethlisberger	Byron Leftwich	Dennis Dixon	Charlie Batch
SAN DIEGO	Philip Rivers	Billy Volek	Jonathan Crompton	
SAN FRANCISCO	Alex Smith	David Carr	Nate Davis	Jarrett Brown
SEATTLE	Matt Hasselback	Charlie Whitehurst	JP Losman	
ST LOUIS	Sam Bradford	AJ Feeley	Keith Null	Thaddeus Lewis
TAMPA BAY	Josh Freeman	Josh Johnson	Rudy Carpenter	Jevan Snead
TENNESSEE	Vince Young	Kerry Collins	Chris Simms	Rusty Smith
WASHINGTON	Donovan McNabb	Rex Grossman	Colt Brennan	Richard Bartel

Preseason NFL Current Coaches Records

Team	W	L	T	%	ATS	O/U	
Ken Whisenhunt	Arizona	2	10	0	17%	3-9	6-6
Mike Smith	Atlanta	4	4	0	50%	6-2	3-5
John Harbaugh	Baltimore	5	3	0	63%	4-4	2-6
Chan Gailey	Buffalo	1	9	0	10%	0-9	4-5-1
John Fox	Carolina	18	14	0	56%	15-15-2	17-14-1
Lovie Smith	Chicago	14	11	0	56%	10-12-3	13-12
Marvin Lewis	Cincinnati	14	14	0	50%	15-13	14-14
Eric Mangini	Cleveland	10	6	0	63%	8-6-2	8-8
Wade Phillips	Dallas	18	15	0	55%	17-16	19-13-1
Josh McDaniels	Denver	1	3	0	25%	2-2	2-2
Jim Schwartz	Detroit	3	1	0	75%	2-2	1-3
Mike McCarthy	Green Bay	7	9	0	44%	8-8	12-4
Gary Kubiak	Houston	9	7	0	56%	9-4-3	11-5
Jim Caldwell	Indianapolis	1	3	0	25%	1-3	2-2
Jack Del Rio	Jacksonville	19	9	0	68%	18-10-1	15-13
Todd Haley	Kansas City	0	4	0	0%	0-4	0-4
Tony Sparano	Miami	6	2	0	75%	5-2-1	1-7
Brad Childress	Minnesota	8	7	1	53%	10-6	7-8-1
Bill Belichick	New England	34	27	0	56%	32-24-4	20-31-1
Sean Payton	New Orleans	9	8	0	53%	9-8	6-8-3
Tom Coughlin	NY Giants	32	25	0	56%	29-25-3	32-25
Rex Ryan	NY Jets	2	2	0	50%	3-1	4-0
Tom Cable	Oakland	1	3	0	25%	2-2	4-0
Andy Reid	Philadelphia	15	29	0	34%	19-25	23-20-1
Mike Tomlin	Pittsburgh	10	3	0	77%	7-6	2-11
Norv Turner	San Diego	25	23	0	52%	21-24-3	21-27
Mike Singletary	San Francisco	3	1	0	75%	1-3	1-3
Pete Carroll	Seattle	10	7	0	59%	10-6-1	7-10
Steve Spagnuolo	St Louis	3	1	0	75%	3-1	2-2
Raheem Morris	Tampa Bay	1	3	0	25%	1-3	3-1
Jeff Fisher	Tennessee	32	28	0	53%	30-27-3	31-27-2
Mike Shanahan	Washington	42	26	0	60%	37-29-2	27-33



- Which AFC East team is 10-2-1 in their 1st road game?
- Which AFC East team is 1-13 as a HF of 3.5 or more?
- Which AFC West team is 13-2-1 at home after scoring 30+ points?
- Which AFC West team is 15-6 as a September HF?
- Which AFC West team is 8-1-1 as a dog after scoring 10 or less?
- Which 2 AFC West teams are 1-7 as a HF after a Monday Night loss?
- Which AFC North team is 20-2 as a non-div HF after a SU win?
- Which AFC North team is 2-10 vs a division opponent after a SU win?
- Which AFC North team is 4-18-1 as a HF of 3.5 or less?
- Which AFC South team is 10-1 O/U as a HD?
- Which 2 AFC South teams are 1-9 O/U when facing each other?
- Which NFC East team is 7-1 off a SU loss in September?
- Which NFC East team is 10-1 as a non-div AD after scoring 30+ pts?
- Which AFC West team is 3-19 at home vs a division opponent?

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COMBINED PRESEASON SCORING

POINTS SCORED	2005 %	2006 %	2007 %	2008 %	2009 %	14Y %	POINTS SCORED	2005 %	2006 %	2007 %	2008 %	2009 %	14Y %
7	0 0	0 0	1 1.5	0 0	0 0	1 0.3	42	0 0	1 1.5	0 0	1 1.5	0 0	2 0.6
13	1 1.5	0 0	1 1.5	2 3.1	1 1.5	5 1.5	43	2 3	0 0	4 6.2	1 1.5	1 1.5	8 2.5
16	0 0	1 1.5	0 0	0 0	2 3.1	3 0.9	44	3 4.5	0 0	2 3.1	5 7.7	2 3.1	123.7
17	1 1.5	1 1.5	0 0	1 1.5	3 4.6	6 1.8	45	1 1.5	1 1.5	3 4.6	2 3.1	2 3.1	9 2.8
19	2 3	2 3.1	0 0	1 1.5	1 1.5	6 1.8	46	1 1.5	0 0	1 1.5	1 1.5	0 0	3 0.9
20	1 1.5	3 4.6	3 4.6	2 3.1	1 1.5	103.1	47	2 3	3 4.6	4 6.2	2 3.1	5 7.7	164.9
21	0 0	0 0	1 1.5	0 0	1 1.5	2 0.6	48	2 3	1 1.5	0 0	1 1.5	0 0	4 1.2
22	1 1.5	1 1.5	3 4.6	2 3.1	0 0	7 2.1	49	2 3	1 1.5	0 0	0 0	1 1.5	4 1.2
23	0 0	3 4.6	5 7.7	3 4.6	4 6.2	154.6	50	2 3	0 0	2 3.1	1 1.5	0 0	5 1.5
24	1 1.5	2 3.1	2 3.1	4 6.2	2 3.1	113.4	51	3 4.5	1 1.5	3 4.6	2 3.1	2 3.1	113.4
25	0 0	0 0	1 1.5	1 1.5	0 0	2 0.6	52	2 3	1 1.5	0 0	0 0	6 9.2	9 2.8
26	0 0	2 3.1	0 0	3 4.6	2 3.1	7 2.1	53	0 0	0 0	2 3.1	0 0	1 1.5	3 0.9
27	3 4.5	7 10.8	1 1.5	2 3.1	1 1.5	144.3	54	0 0	1 1.5	0 0	0 0	0 0	1 0.3
28	3 4.5	2 3.1	2 3.1	0 0	0 0	7 2.1	55	0 0	0 0	1 1.5	1 1.5	0 0	2 0.6
29	2 3	3 4.6	2 3.1	0 0	0 0	7 2.1	56	0 0	1 1.5	0 0	0 0	0 0	1 0.3
30	5 7.6	2 3.1	2 3.1	0 0	4 6.2	13 4	57	1 1.5	1 1.5	1 1.5	0 0	0 0	3 0.9
31	2 3	1 1.5	1 1.5	2 3.1	1 1.5	7 2.1	58	0 0	0 0	0 0	1 1.5	0 0	1 0.3
32	0 0	0 0	2 3.1	1 1.5	0 0	3 0.9	59	0 0	0 0	2 3.1	0 0	0 0	2 0.6
33	1 1.5	4 6.2	3 4.6	3 4.6	4 6.2	154.6	61	1 1.5	0 0	1 1.5	0 0	0 0	2 0.6
34	5 7.6	1 1.5	1 1.5	3 4.6	1 1.5	113.4	64	1 1.5	0 0	1 1.5	0 0	0 0	2 0.6
35	1 1.5	1 1.5	1 1.5	3 4.6	1 1.5	7 2.1	65	0 0	1 1.5	0 0	0 0	3 4.6	4 1.2
36	2 3	2 3.1	0 0	1 1.5	0 0	5 1.5	66	0 0	0 0	0 0	0 0	1 1.5	1 0.3
37	3 4.5	7 10.8	3 4.6	6 9.2	1 1.5	206.1	67	0 0	0 0	0 0	1 1.5	0 0	1 0.3
38	4 6.1	2 3.1	0 0	2 3.1	1 1.5	9 2.8	69	1 1.5	0 0	0 0	0 0	0 0	1 0.3
39	0 0	1 1.5	1 1.5	1 1.5	1 1.5	4 1.2	71	0 0	0 0	0 0	1 1.5	0 0	1 0.3
40	1 1.5	0 0	2 3.1	2 3.1	4 6.2	9 2.8	75	0 0	1 1.5	0 0	0 0	0 0	1 0.3
41	3 4.5	3 4.6	0 0	0 0	4 6.2	103.1	81	0 0	0 0	0 0	0 0	1 1.5	1 0.3

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TITLES IN 21 YEARS
NORTHCOAST SPORTS IS #1 IN
PRESEASON NET WINNERS OVER 21 YEARS!!!
Monthly Packages are also an option this year for
Executive Club Service. Call for more details.**

Each year we allow our readers to take advantage of a special Two Day Discount offer on our Late Phone Service. This season looks to be another record breaking year for both our College and Pro Late Phone Selections. Our Executive Club is the Nation's most elite phone service. You receive every Late Phone Selection we release from the first Preseason Game through the Pro Bowl. There are no additional charges or special games like other services offer. Your membership includes EVERYTHING: College and Pro Selections (including Top Opinions on lined games that are not selections), **Toll FREE Calling, Internet Access, Over/Unders, every Play of the Year** and all the Marquee Play Releases from our Private Play Hotline. Our Executive Club members call their own private 800 number, armed with special passcodes on game day and get plays on a taped system. Due to the popularity in the past, we are selling our Executive Club for the month of September. You will enjoy every benefit that our Yearly Executive Club Members receive (except for a Power Sweep subscription and free Preseason Late Phone Service). Normally September's Exec service would cost \$1,200. We are offering an Early Bird Rate thru Aug. 31, 2010 of \$899 but if you sign up on our **TWO DAY DISCOUNT** we are offering the September Executive Club for **JUST \$799**. This rate is a **2 DAY DISCOUNT** price and you will **NEVER** see a rate that low again this season! It's our way of letting more of our customers enjoy the benefits of the country's most elite Late Phone Service, and now signing up during the 2 Day Discount makes it a no brainer.

**2
DAY
DISCOUNT**

★★★★ AUGUST 11TH & 12TH • Save Big!!!! ★★★★★

Office Hours M-F 9:00 am - 6:00 pm ET
S-S 10:00 am - 1:00 pm ET
1-800-654-3448

	REG	EARLY BIRD Exp. 8/31/10	TWO DAY
EXECUTIVE CLUB	\$4,500	\$3,850	\$3,350
EXECUTIVE CLUB - COLLEGE ONLY	\$2,900	\$2,500	\$2,150
SEPTEMBER EXECUTIVE CLUB	\$1,200	\$ 899	\$ 799
COLLEGE/NFL GAMES OF THE MONTH	\$ 400	\$ 375	\$ 350
TOP PLAY CLUB <small>College Totals GOM's not incl</small>	\$ 1,200	\$1,100	\$ 995
<small>(Sat, Sun & Mon - Regular Season Only)</small>			
COLLEGE TOTALS CLUB <small>Regular Season Only</small>	\$ 599	\$ 549	\$ 449
WEEKS 3 & 4 PRESEASON LATE PHONES	\$ 150	\$ 129	\$ 99

THE FOLLOWING ARE PUBLICATIONS AVAILABLE ON A TWO DAY DISCOUNTED RATE:

POWER SWEEP Add \$10 if Adding Logs	\$ 149	\$ 129	\$ 119
POWER SWEEP - Online only (n/c for logs)	\$ 125	\$ 109	\$ 99
POWER PLAYS* (see below)	\$ 149	\$ 129	\$ 119
POWER PLAYS - Online only* (see below)	\$ 125	\$ 109	\$ 99
COLLEGE FOOTBALL SCOREBOOK (incl \$10 S/H)	\$ 39⁹⁵	\$ 39⁹⁵	\$ 34⁹⁵
PRO FOOTBALL SCOREBOOK (incl \$10 S/H)	\$ 44⁹⁵	\$ 44⁹⁵	\$ 39⁹⁵
PRO & COLLEGE SCOREBOOKS** (shipping incl)	\$ 79⁹⁰	\$ 69⁹⁰	\$ 64⁹⁰

* 2010 Power Sweep subs can deduct \$30 from any Power Plays price (does not include bonuses).
** 2010 Power Sweep Subs may deduct \$5 if purchasing both Scorebooks at the same time.

**Wed, AUG. 11th &
Thurs, AUG. 12th
YOU CAN GET OUR VERY BEST RATE!**

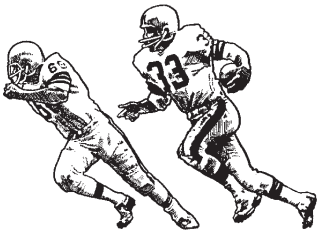
Product	Qty	Cost	Reg S/H	Total
2010 Phil Steele's College Preview	___	\$8 ⁹⁵	\$4 ⁷⁵	___
2010 Pro Football Preview Magazine	___	\$7 ⁹⁵	\$4 ⁷⁵	___
10 Keys to a Winning Season (Book)	___	\$9 ⁹⁵	\$4 ⁷⁵	___
2010 College Football Scorebook	___	\$29 ⁹⁵	\$10 ⁰⁰	___
2010 Pro Football Scorebook	___	\$34 ⁹⁵	\$10 ⁰⁰	___
2010 College & Pro Scorebooks	___	\$74 ⁹⁰	Included	___
2010 Power Sweep Subscription	___	\$149	Included	___
2010 Power Plays Subscription	___	\$149	Included	___
2010 Freshman Report	___	\$15	Included	___
2010 Big 10/Big 12 Regional Magazine	___	\$7 ⁹⁵	\$4 ⁷⁵	___
2010 Western Regional Magazine	___	\$7 ⁹⁵	\$4 ⁷⁵	___
2010 SEC/ACC/Big East Regional Magazine	___	\$8 ⁹⁵	\$4 ⁷⁵	___
*Includes coverage on all 124 FCS Schools *				
Set of All 3 Regional Magazines	___	\$25 ⁹⁵	Included	___
DELUXE PACKAGE	___	\$20 ⁹⁵	Included	___
SUPER DELUXE PACKAGE	___	\$59 ⁹⁵	Included	___
Sub-Total		\$		\$
For shipping outside US mainland call 1-800-654-3448		\$		\$
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**Please use coupon when ordering
publications by mail. Thank You.
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 CHECK/MONEY ORDER Also Accepted	Prices to left reflect no discount. Check above for 2 Day Discounts or "grouped" packages.	Mail Payment To: Northcoast Sports P.O. Box 450829 Cleveland, OH 44145 1-800-654-3448
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When signing up for either (check one)
 2010 Power Sweep 2010 Power Plays
 I am taking the following as my bonus:
 WEEKS 1 & 2 Preseason
 WEEKS 2 & 3 Preseason
 WEEKS 3 & 4 Preseason
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POWER SWEEP

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Thank You For Subscribing
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another great season in '10!

NFL SELECTIONS POWER SWEEP
TEN TIMES 2007-'09!!!

Underdog Play of the Week
188-137 Over 26 Years!

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NFL Power Ratings Play
76-49-1 61% Since 1995!

(4) Angle Plays 29-14 67% L/5Y!!!

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The Amazing Double Bowl Issue
(32 pages!)

★ Rated Plays 65-30 68% L/2Y!

4★ Selections 7-3 70% Winners L/2Y!

★★★★★★★★★★★★★★★★

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3 NORTHCOAST SPORTSLINE PLAYS OF THE WEEK
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