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## LINGERIE FOOTBALL LEAGUE'S OPENING NIGHT FESTIVITIES SET TO KICK-OFF IN CHICAGO

SEARS CENTRE ARENA WILL SERVE AS THE STAGE TO ONE OF FOOTBALL'S BIGGEST NIGHTS

(West Hollywood, CA) - Horizon P., Inc. is excited to announce Chicago's Sears Centre Arena will serve as the stage for the Lingerie Football League's (LFL) opening night extravaganza on Friday, Sept 4, 2009 featuring the Miami Caliente vs. Chicago Bliss.

'Opening Night' celebrations at the Sears Centre Arena will kick-off at 3PM CST with the 'Ultimate Catfight Tailgate' party including National Recording Artists, Celebrities, Former Chicago Bear Greats, Football Challenges, Video Game Lounges, Beer Gardens etc. "We are incredibly excited to kick-off the much-anticipated inaugural LFL season in a city so rich in football tradition and in a modern state-of-the-art arena like the Sears Centre Arena. The LFL will bring fans across the country a high-energy atmosphere of fierce and compelling football on Friday nights," said Mitchell S. Mortaza, LFL Chairman & President.

Sears Centre Arena President, Jeff Bowen added, "Our team eagerly awaits the arrival of LFL play at the Sears Centre Arena, with the significant excitement surrounding the league around the country. We are incredibly honored to have been chosen as the home of the Chicago Bliss."

The Chicago Bliss 2009/2010 season will include (1) pre-season game, (2) home games and (2) away games with a mini-camp scheduled for March 23<sup>rd</sup> – 27<sup>th</sup> and training camp scheduled from June 23<sup>rd</sup> – July 3<sup>rd</sup>. Former Chicago Bears wide receiver great Dennis McKinnon, will serve as the head coach of the Chicago Bliss.

Lingerie Football League will feature fast-paced 7-on-7 full-contact tackle football featuring some of the country's most athletic and beautiful women. The inaugural LFL season will include a (20) week schedule from September 4<sup>th</sup> – January 22<sup>nd</sup> with (10) market teams including Seattle Mist, Los Angeles Temptation, San Diego Seduction, Phoenix Scorch, Dallas Desire, New England Euphoria, Chicago Bliss, Tampa Breeze, Atlanta Steam and Miami Caliente.

Chicago Bliss fans can get on the individual game ticket or season ticket list by emailing [Tickets@LFLUS.com](mailto:Tickets@LFLUS.com)

Want the perfect holiday gift for the Chicago Bliss fan on your list, simply log onto [www.LFLSHOP.com](http://www.LFLSHOP.com)

