



BIG PLAYOFF BOUNCE BACK LAST WEEK VIP OFFER THIS WEEK, HOT HOOPS RUNS

NEWSLETTER PICKS HIT THREE OF FOUR SIDES LAST WEEK IN THE DIVISIONAL ROUND

2010 GREEN SHEET: After a tough wild card weekend we bounced back with side wins in three of the four divisional match-ups. We also seemed to make the right call in our over/under pick before a wild finish changed that outcome. This will be the second to last issue of the newsletter, we will have a Super Bowl issue out by the end of next week, likely mailed out Friday, January 28.

NELLY'S PHONE SERVICE: We bounced back in a big way last week with two 2* NFL winners last week, turning our late season NFL record to 15-8 over the last seven weeks. Our phone service has been profitable in seven of the last ten weeks overall.

NELLY'S BASKETBALL: We misfired on Saturday despite going 4-0 Thursday, Friday, and Sunday, making for a basically break-even week last week. We have had strong NBA results this season and we seem to be starting to find the right formula in college basketball with improved results the last few weeks. Sign up for the rest of January's service for only \$59 as a special promotion or try out a daily pick package starting at just \$15 per day.

VIP CONFERENCE CHAMPIONSHIP OFFER:

This week we are offering a special VIP offer for the conference championship games, giving you the football picks for Nelly's and each of the four other handicappers for the two big games this week. With only two games there may be agreement and/or conflict in those picks but this VIP package will give you the insight from five different handicappers allowing you to make the best decision. Cost is just \$49.99 for this special one-time-only offer.

BOBBY DALTON: The Big Dog Bobby Dalton came through with a 3-1 Sunday in NFL picks and he has been on a roll in the NBA with wins in 21 of his last 31 picks. Now would be good time to sign up with Bobby Dalton for a 30-day basketball package for just \$129. Dalton will also include is remaining football picks free of charge with a monthly basketball sign-up. Daily pick packages also start at just \$12 per day if you are interested in checking out his hoops service.

THE BIG E SPORTS TICKET: The Big E has hit 60% in his last 20 college basketball Biggie plays and he is planning 20* Conference Game of the Year picks Tuesday, Wednesday, and over the weekend this week. A weekly basketball package with the Big E is just \$49.94.

POINT TRAIN: Point Train delivered in his only NFL playoff pick last week and also came through with a 2-0 college basketball Saturday. Check for daily offers from Point Train at www.nellysports.com

MAXIMUM SPORTS: Maximum Sports keeps on delivering in big games with a third straight 15* Game of the Year win, giving you a NFL GOY, a Bowl GOY, and a NFL Playoff GOY win over the last three weeks for huge, huge profits. Maximum also had a strong winning week in his Wednesday & Saturday basketball package, connecting on both of his higher rated 5* plays on Saturday.

FREE PICKS: Check out free picks daily on our update line at (608) 283-3132, this is the best way to get up-to-date information on what is available from Nelly's and the featured handicappers.

Between the Lines...

Each week in the newsletter we will provide a brief column with interesting notes and insights on the previous and future weeks in this Between the Lines column.

Incredibly two #6 seeds will be playing the conference championship games this season. In most years that would be a stunning series of events but it feels different this season as both the Jets and Packers were considered elite teams throughout the season and entered the playoffs as viable Super Bowl contenders even with the tough path ahead. The results for teams facing a third straight road playoff game are not very favorable as only two of eight teams in that situation have advanced (3-5 ATS), with the 1985-86 New England Patriots and the 2005-06 Pittsburgh Steelers. Pittsburgh did go on to win the Super Bowl so there is hope for both teams but it is a very challenging situation. Two years ago the same situation arose with teams in both conferences playing in a third consecutive playoff road game as wild card teams but both home teams won that year as Arizona beat Philadelphia and Pittsburgh beat Baltimore. In the regular season and playoffs combined, teams in a third straight road game have gone 76-146 S/U since 1980, winning just over 34 percent of the time. The ATS numbers are not much better with those teams going 95-126-1 for less than 43 percent. While many feel that home field advantage has been diluted in recent years with more modern and less intimate stadiums and improved travel conditions a more recent snapshot does not suggest significant improvement. Since 1999 teams in third straight road games are just 23-40 S/U (36.5%), and 27-36 ATS (42.8%). So the odds are against the Jets and the Packers this week by those numbers but it is likely rare to see a situation where the road team may be considered the better team in the third straight road game playoff situation, as many would argue in one or both cases this week.

With Green Bay opening as road favorites we will have the tenth conference championship game since the early 1980s with a home underdog hosting the title game. It has happened just three times in the last ten seasons, occurring last two years ago as Arizona hosted Philadelphia. Home underdogs in the conference championship are 5-4 S/U and ATS and it is obviously too small of a sample to invoke meaningful data. The last road favorite to win was New England following the 2004 season when they won at Pittsburgh. The last two instances of road favoritism in the conference championship were two of three instances where the line was three or higher. The Cardinals were the largest home underdog at +3.5. The last time the Packers went to the Super Bowl they did win as road favorites to get there, beating San Francisco 24-21 as -2.5 favorites. Green Bay lost to Denver that year in the Super Bowl who also won as road favorites in Pittsburgh to move on the Super Bowl. Dallas incredibly lost three straight NFC championships as road favorites in the early '80s, something Cowboys fans surely will not enjoy being reminded this week as preparations for the Super Bowl in Texas are being made, without the Cowboys as a factor of course.

Quarterbacks will continue to get most of the attention but in the final four only one has a Super Bowl ring as Ben Roethlisberger will try to lead the Steelers to another Super Bowl. Roethlisberger has been in the news for many of the wrong reasons this year but it would be quite a story of redemption. A third Super Bowl ring would put Big Ben on a Joe Montana/Tom Brady level for postseason success even though Roethlisberger is generally left out of most of the weekly conversations about the top quarterbacks in the league where Brady, Manning, Brees, and some of the young up-and-comers have been mentioned. The opportunity for a big rise in national attention is available for Mark Sanchez, Aaron Rodgers, and Jay Cutler this week and whichever of those three ends up with the best finish will likely be established as the new face of the young crop of signal callers leading teams. Whatever happens this week the NFL has to be thrilled with the potential match-ups. While Green Bay and Pittsburgh are small markets they are historic teams with huge wide-spread fan bases. With Chicago and New York you have two mega markets, so the Super Bowl figures to be one of the biggest in recent years any way it works out. On to this week's slate...

We rank our Key Selections in order of preference, grading them on a scale of 1 to 5 with 5 being a top selection. This does not mean we recommend you wager 5 times more on a 5 rating than on a 1 rating. Our Phone Service works that way, but not the newsletter. Lines listed are as of early in the week and could be considerably different by game time. For games that are not key selections, the farther our difference from the line, the stronger the opinion. Remember to stay conservative because it is a long season. Weekend Phone Selections are available every Friday, 3:00 pm Central. Call us toll-free at 1-800-33-NELLY. Our address is Nelly's Sportsline / P.O. Box 6433 / Madison, WI 53716-0433, or contact us through www.nellysports.com.
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NFL OVER/UNDER OF THE WEEK

'OVER' NY Jets/Pittsburgh

The 'OVER' has surprisingly hit in ten consecutive postseason games in Pittsburgh as the often cold conditions creates low numbers. The Jets have scored at least 22 points in eight of the last eleven games and defensively the Jets were not as strong statistically as their reputation suggests and when these teams met in the regular season 39 points were scored to slip past the total. Both teams moved the ball effectively in that December meeting, combining for 42 first downs. The Jets rushed for 106 yards against the record setting Steelers rush defense and Pittsburgh gouged the Jets for 5.8 yards per carry on the ground. Both passing attacks were effective last week and both teams are capable of making plays on defense and special teams, with one unconventional score or scoring set-up likely enough to push this game 'over' the total.

NFL SYSTEM OF THE WEEK

Playoff Big Score Letdown

PLAY AGAINST: Any NFL playoff team that scored 40 or more points in the previous game and is now on the road.

17-8, 68% since 1982

PLAY AGAINST: Green Bay (PLAY ON: Chicago)

Tighten It: If the team is coming off a S/U dog win
5-2, 71.4% since 1982

PLAY AGAINST: Green Bay (PLAY ON: Chicago)

2010 NFL SEASON TRENDS

NFL Regular Season ATS Trends

Home teams are 126-124-3 (10-6 last week)
Favorites are 117-132-4 (6-10 last week)
Home Favorites are 77-86-2 (5-5 last week)
Road Favorites are 38-46-1 (1-5 last week)
Double-Digit Favorites are 11-13 (1-1 last week)
Teams off bye weeks are 17-14-2
Over/Unders are 139/112/5 (6/10 last week)
The AFC is 31-30-1 vs. NFC

NFL Playoff ATS Trends

Home teams are 3-5
Favorites are 3-5
Home Favorites are 2-4
Road Favorites are 1-1
Double-Digit Favorites are 1-1
Teams off bye weeks are 2-2
Over/Unders are 5/3

HISTORICALLY SPEAKING

All trends are Against the Spread unless noted.

Some pointspreads have been estimated and may not be accurate by game time

NFL TRENDS:

Green Bay: 18-11 at Chicago since '81 - 2-4 as road favorites since '10
Chicago: 32-16 at home underdogs since '97 - 3-7 in the last ten playoff games
NY Jets: 13-5 in the last 18 games as underdogs - 4-1 vs. Pittsburgh since '03
Pittsburgh: 9-5 in the last 14 as favorites - 4-0 in the last 4 home playoff games

NELLY'S FREE PICK PHONE LINE (608) 283-3132

NFL Stats										
Match-Up	Line	Final	FD	Rushing			Passing			TO
RAVENS	38	24	12	18	35	16	30	91	3	
STEELERS	-3	31	21	31	71	19	32	192	2	
PACKERS	44.5	48	28	31	96	31	36	346	1	
FALCONS	-1	21	15	14	45	20	29	149	4	
SEAHAWKS	43	24	18	12	34	26	46	242	0	
BEARS	-10	35	21	45	176	15	29	261	1	
JETS	45	28	14	29	120	16	25	194	0	
PATRIOTS	-9	21	26	28	113	29	45	259	1	

SIGN UP NOW FOR BASKETBALL
Great Offers Daily at www.nellysports.com

NFL PLAYOFF GAMES

SUNDAY, JANUARY 23, 2011

Green Bay (-3) CHICAGO (44)

2:00 PM

The Packers were certainly the most impressive team last week, playing a near perfect game to dominate the Falcons. Green Bay did catch a few breaks in the game but the offense was very efficient in the passing game and the defense brought great pressure. The running game that found success against the Eagles was non-existent however and going up against Chicago will likely force the Packers into a one-dimensional attack again. The Bears allowed just 87 rushing yards per game this season on 3.7 yards per carry and the Packers could be vulnerable against the run on defense, something Atlanta was forced out of early last week falling behind. Green Bay surrendered 4.6 yards per carry on the season and in a cold weather game in Chicago on thick grass the speed of the Packers will be negated to some extent, unlike what showed up indoors on turf last week. The Bears won at home early in the season when these teams met, rallying from a 10-0 deficit to win 20-17. Chicago was out-gained in that match-up but a punt return touchdown helped. Special teams will be an area where Chicago has a big edge as the kicking and return coverage units for Green Bay have struggled at times this season. The Packers had two turnovers and a missed field goal in that game so there were missed chances. When these teams met in cold weather to close the regular season Green Bay won 10-3 with a fourth quarter score to break the low-scoring tie. Green Bay had the yardage edge again in the game but Chicago dominated on the ground with nearly twice as many rushing yards. Both teams had two turnovers in the game to cough up scoring chances. While it was still a big rivalry game the Bears had no incentive to win that game as the #2 seed in the playoffs was locked up while the Packers were in a do-or-die situation just to make the playoffs. Aaron Rodgers had the game of his life last week but he has never had great numbers against the Bears. Only once in six games has Rodgers had a QB rating above 92.5 vs. Chicago and he has thrown an interception in four of those six games. Jay Cutler is certainly a hit-or-miss talent at QB for the Bears, he played an excellent game last week but he has been turnover prone and the offensive line will face a big test in protecting him this week. The Packers have been the more impressive team but value is certainly on Chicago with an extreme overreaction to last week's results. These teams played two games down to the wire in the regular season and the one game Green Bay won the motivation levels were not comparable. Chicago has had an incredibly favorable path to this game and the situation will be tough for the Packers facing a third straight road playoff game and teams in that situation generally fail. **BEARS BY 3** (Rating 1)

PITTSBURGH (-3) NY Jets (38½)

5:30 PM

The Steelers showed great resilience to deliver a comeback win last week but statistically the Steelers dominated the game. Pittsburgh committed two turnovers deep in its own zone to set up easy scores for the Ravens but Baltimore had just 126 yards of offense in the game. The Steelers had 21 first downs against a very good Ravens defense and they will be playing in a revenge situation after the Jets won at Heinz Field late in the season 22-17. The Jets scored the final twelve points in that game for a comeback win even though Pittsburgh had more than 100 more total yards and 25 first downs. Pittsburgh had no trouble running the ball against the Jets with 146 yards on 5.8 yards per carry and it was a turnover free game for both teams. The Jets benefited from a kickoff return touchdown from Brad Smith to open the game otherwise it might have gotten out of hand early. Smith did not play last week and is a question mark. Also Steelers all pro safety Troy Polamalu did not play against the Jets in the first meeting and his impact can be tremendous especially against a young QB. Mark Sanchez is 4-1 in the playoffs with exclusively road games but last week was by far his best game with three touchdowns and no turnovers. Sanchez technically had a higher rating against the Bengals last season but he only had to attempt 15 passes. His other three playoff games have not been impressive with less than 60 percent completions and at least one turnover so his rise to being the most winning playoff QB in Jets history is certainly more a result of a lousy playoff history for the Jets. Last week's game was the first time since week 4 that Sanchez had a QB rating of over 100.2 so he really has not enjoyed a great season. In the final five games of the regular season his touchdown to interception ratio was just 2:6. Ben Roethlisberger is compiling one of the greatest postseason careers in NFL history with very solid numbers in big games. Eliminating his first trip to the playoffs when he had five interceptions Roethlisberger owns a 14:7 touchdown-to-interception ratio since 2005 and the Steelers are 8-1 in those nine games. Pittsburgh's defense allowed just 61 rushing yards per game this season on 3.0 yards per carry so the quarterbacks will be forced to make plays in this game. Pittsburgh has some flaws but this has been the better team statistically and after playing poorly early but still finding a way to win last week the Steelers should be in a good position to play well at home this week on a normal rest schedule. The Jets could be due for a letdown given the incredible build-up to the Patriots match-up and the perfect execution for the upset last week. The Jets are also facing a third straight road game and going against a tough physical defense is a tough challenge in that spot. **STEELERS BY 7** (Rating 2)

CONFERENCE CHAMPIONSHIP VIP PACKAGE

Get all picks from Nelly's, Dalton, Big E, Max, & Point Train
(Obviously with just two games there can be agreement and/or conflict)

\$49.99

Find out what each expert has for one low price this week!