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And *another* thing ...

Ben Smith | The Journal Gazette

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Your Super Bowl thought for today

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You know how there are certain things in this world you simply can't bring up without prefacing them by saying, "I swear this is no joke"?

I swear this is no joke.

Apparently NuVo Condoms was banned from Gillette Stadium in Foxborough during the regular season after the company announced plans to send (again, no joke) the Nuvo Safe Sex Mobile to tailgate and pass out samples of, well, product. Now Nuvo has announced it's coming to Indianapolis to help give Tom Brady, ahem, "extra protection" in the face of that ferocious Giants pass rush.

"NuVo will make sure Brady gets an extra boost of protection (he'll need it!)," the release reads.

Now, I don't know how Brady feels about this (or if he even knows). But the thought occurs that if the Super Bowl really is just a giant Capitalism Fair well, this pretty much proves it to a fare-thee-well.