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1950 University Avenue, Suite 500 East Palo Alto, California 94303-2225

DEWEY BALLANTINE LLP

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DECLARATION OF GENE UPSHAW

Gene Upshaw, hereby declares, under penalty of perjury, as follows:

- 1. I make this declaration in support of the motion to transfer venue of Defendant National Football League Players Incorporated d/b/a Players Inc ("Players Inc"). I am over twenty-one years of age, and I have personal knowledge of each of the facts stated herein. If called upon to testify, I could and would testify completely thereto.
- 2. I am Chairman of Players Inc, the Defendant in the above captioned action.
- 3. Players Inc is a Virginia corporation with its principal place of business in Washington, D.C.
- 4. The vast majority of Players Inc's staff and those responsible for its core functions are located in the Washington, D.C. area. Virtually all the documents and files relevant to Players Inc's licensing programs are located in this area as well.
- 5. The licensing and accounting activities of Players Inc take place in large part at or near its offices in Washington, D.C.
- 6. Players Inc does not have any office or employees in the Northern District of California.

I declare under penalty of perjury under the laws of the Unites States of America that the foregoing is true and correct.

Dated: April **3**, 2007

Gene Upshaw