

EXHIBIT O

to the Declaration of Ryan Hilbert
in Support of Plaintiffs' Opposition to
Defendants' Motion for Summary Judgment

MEMORANDUM

To: Gene Upshaw
From: Pat Allen
Date: June 30, 2005
Re: June 2005 PLAYERS INC Monthly Report

APPAREL/OPERATIONS

- Working with NFLShop.com to finalize development of new membership discount program.
- Trained licensees on using the new licensing portal.
- Secured apparel and gift bags for the PLAYERS INC photo shoot.
- Finalized licensing agreements with FatHeads and Ripon.
- Secured Johnny Unitas for Reebok's Throwback jersey program.

CORPORATE MARKETING

- Confirmed that Frito Lay will be using 100 NFL players in an online campaign.
- Confirmed a local promotional deal with Gold Star Chili and three Cincinnati Bengals players.
- Working with Masterfoods/Snickers to do a promotion with Publix supermarkets in Florida and Georgia.
- Presented a 2006 Gridiron Gala sponsorship proposal to Geico.
- Finalized a deal between Staples and the Chicago Bears that allows Staples to use group shots of players in stadium for \$5,000.

MULTIMEDIA

- Attended the first EA Sports Madden NFL 06 Players Preview event at the ESPN Zone in NYC. Eleven players, including Donovan McNabb, Daunte Culpepper, Tony Gonzalez, Michael Strahan and Chad Johnson were a few of the players in attendance.
- Working with Atari and EA to approve all marketing materials and product packaging.
- EA selected Donovan McNabb to serve on the cover of the Madden 06 product. EA taped a television commercial with Donovan McNabb and four other NFL players on June 30.
- USAopoly is adding new games for the Vikings, Bears and Redskins this season.

PLAYER MARKETING

- Facilitated player for the PLAYERS INC photo shoot in Washington, DC. Players included Ben Roethlisberger, Jonathan Vilma, Brian Westbrook, Roy Williams, Chad Johnson, Roy Williams (Dallas) and Mike Singletary.
- Confirmed Torry Holt, Roy Williams (Dallas), Jevon Kearse, Alex Smith, Byron Leftwich, Chad Pennington and Deion Branch for the first PLAYERS INC branding TV commercial.
- Facilitated NFL Auction signings with the Chicago Bears and Denver Broncos and at the PLAYERS INC photo shoot.
- Confirmed 11 players for the EA Sports Madden 06 Premiere Party in NYC.
- Confirmed 64 player autograph deals for the trading card licensees.
- Helped secure more than 70 GLAs from retired players at the Retired Players Convention.

SPECIAL EVENTS

- Compiled final bills from the Rookie Premiere and are preparing invoices for the trading card companies.
- Selected the Omni Shoreham hotel as the host hotel for the 2006 Gridiron Gala event, which is being held on April 18, 2006.
- Working on logistical plans for the 2006 Rookie Premiere at the Loews Santa Monica.
- Waiting on technical specifications from the Opera House in Detroit to determine how much it will cost to convert the theater into a venue that will work for NFL Players Party.



TRADING CARDS AND COLLECTIBLES

- Met with Merrick Mint, Activa, McFarlane, MBI and Team Beans at the Licensing Show.
- Participated in the Licensing Certificate of Studies program sponsored by LIMA.
- Talking to Activa Consumer Promotions about becoming an exclusive licensee in the newspaper promotional category.
- Soliciting hobby shops to participate in the NFL Player of the Day promotion. Last year 650 stores participated in the promotion.
- Working on Activa consumer newspaper promotions for the Chicago Bears, Dallas Cowboys and Minnesota Vikings.

WWW.NFLPLAYERS.COM

- Worked on the redesign of www.nflplayers.com and presented three different options to consider.
- Prepared 2005 website marketing plan and succession plan.
- Began providing retired player features to NFL.com for regular Thursday feature. Site traffic jumped nearly 300 percent when the feature was the lead story on NFL.com.
- Working with Fanball to produce a fantasy football challenge game against retired NFL players.
- Unique site traffic was approximately 225,000 unique users for the month.
- **Players network stats:** 38 journal entries for period. 2 questionnaires and 70 e-mail replies.