

**FRITO-LAY**

PLAYERS INC was able to convince Frito Lay that using real players instead of actors was paramount in leveraging their NFL partnership. This year, instead of using caricatures of actors with inactive player numbers, Frito Lay used live numbers for all of their in-store point of sale materials. Frito-Lay also executed a season-long internet promotion called "Get Your Smile On" that featured the smiles of 17 players on Frito.com.

Frito Lay also partnered with Subway to send fans to the Pro Bowl and utilized 4 players images online, in print and in store.

Lastly, Frito Lay utilized 6 player appearances at Super Bowl, both in store and for various corporate meet and greets.

**Player Marketing:** 36 opportunities totaling \$110,500.

**GATORADE**

During the 2005 season, Gatorade more than doubled the number of players utilized in their activation, resulting in a spending increase of over 1,000%. Eli Manning was secured as an endorser, and Rolando Cantu and 22 other players from the Arizona Cardinals were included in a television commercial. Rolando Cantu is the first Mexican citizen to make it to the NFL through the Mexican collegiate system instead of the NCAA. This commercial will air on Hispanic television in the coming months.

Gatorade also featured players in several general market commercials and print ads and hosted appearances this past season.

**Player Marketing:** 38 opportunities totaling \$476,500.

**GMC/ HUMMER**

As part of General Motors sponsorship renewal with the NFL, the GMC brand was slated to sponsor Monday Night Football and promote their brand during regular season telecasts. To support their efforts, GMC created a :90 commercial spot featuring over :60 of game footage. PLAYERS INC secured the image rights of 13 retired players for this national spot. GMC also partnered with ESPN to create the Sunday Stud promotion. GMC utilized 6 Pittsburgh Steeler offensive lineman in the national commercial spot.

As part of the General Motors sponsorship renewal with the NFL, the Hummer brand will sponsor the NFL Draft. Look for Hummer to generate several player marketing opportunities in FY'07.

**Player Marketing:** 19 opportunities totaling \$36,000.

## **IBM**

IBM utilized 28 retired players to host chalk talks before several NFL games this past season. IBM also secured the image rights to Donovan McNabb for use in a national television commercial.

**Player Marketing:** 29 opportunities totaling \$81,000.

## **MOTOROLA**

This season, Motorola conducted its first national NFL player themed promotion. This promotion, Game Changing Innovation, was a great tie-in to Motorola's innovation and also to the players who "innovated" the game with their playing techniques and skills. Fans were able to cast their votes from among 40 players listed on the website or they could be write in their own candidate. Voting took place online via [www.motorola.com/nfl](http://www.motorola.com/nfl). This online execution garnered over 40 million media impressions.

As a part of this promotion, Motorola designed the MotoTruck that traveled to many NFL team cities during the season. With the mobile truck experience, fans/consumers were able to sample products from Motorola and also meet NFL players. Motorola's efforts to promote the Game Changing Innovation program gave them an audience increase of 475% at the MotoTruck which was an average of 1,100 consumers per game. They extended the promotion of the program to Radio Shack and held several events at different locations. NFL players made appearances at these locations as well.

Motorola presented the new RAZRWIRE phone to the players participating in the Pro Bowl Skills Challenge. The RAZRWIRE integrates a Motorola Bluetooth wireless headset into Oakley eyewear.

Motorola's use of players in their sponsor activation, as well as payments generated to players, almost doubled in FY'06.

**Player Marketing:** 109 opportunities totaling \$1,369,600.

## **NEWS AMERICA**

News America utilized 5 player appearances totaling \$60,000 at their Super Bowl XL event in Detroit. News America increased their player spending by more than 50% in FY'06.

**Player Marketing:** 5 opportunities totaling \$60,000.

## **PEPSI**

Pepsi continues to be one of the most active NFL sponsors utilizing NFL players to further their brand objectives. Authenticity was the name of the game for Pepsi as they decided in 2005 that Diet Pepsi would be their lead brand for the NFL.

Diet Pepsi began their year by sponsoring the NFL Players Rookie Premiere. The sponsorship included a campaign to select the Diet Pepsi Rookie of the Year. Pepsi obtained footage during the NFL Players Rookie Premiere of each participating rookie describing -- in a very lighthearted manner-- why they should be the Rookie of the Year. They used this footage for a television commercial that was shown throughout the season to garner votes for the Diet Pepsi Rookie of the Week. Pepsi created another version that was shown during the month of January to promote voting for the Diet Pepsi Rookie of the Year Finalists.

Pepsi developed a series of commercials in July featuring the drafting of the Diet Pepsi Machine. In these commercials they simulated the NFL Draft, an NFL practice and live game action, featuring 18 players during the commercials as teammates or opponents of the machine. This commercial was shown throughout the entire NFL Season.

Pepsi continued the use of several player images for their national, regional and retailer-specific in-store point of sale materials. Diet Pepsi sponsored an online fantasy football game that was administered at NFL.com. Pepsi also utilizes the services of sixteen (16) NFL players as endorsers on a regional level across the country.

Pepsi's Super Bowl activities included 29 player appearances and they had 1 player appear on their behalf at Pro Bowl.

**Player Marketing:** 111 opportunities totaling \$733,200.

#### **PRILOSEC**

Prilosec OTC came aboard last summer as a new NFL sponsor. Their national television ad campaign featured Brett Farve, and they utilized Carson Palmer in a photo shoot for an internal program. Prilosec plans to utilize additional players in future campaigns.

**Player Marketing:** 2 opportunities totaling \$205,000.

#### **SAMSUNG**

Samsung was new NFL Sponsor in 2005. Their main campaign was centered around 4 retired NFL players. In support of this campaign, they used 30 NFL player images in point-of-sale, print materials and a special internal DVD.

Samsung had two players make appearances on their behalf at the Super Bowl.

**Player Marketing:** 32 opportunities totaling \$23,000.

#### **SNICKERS (MASTERFOODS)**

This past season, the Snickers brand did not focus on the Hungriest Player of the Game promotion. Instead, they themed their promotion the "Snickers Hungriest Fan". With this change, they no longer focused on the players, but instead, they focused on the fans. However, they still generated increased player marketing opportunities, \$7,500 more this year, including appearances and highlight fees.

**Player Marketing:** 15 opportunities totaling \$339,500.

#### **SOUTHWEST AIRLINES**

Southwest utilized several players for appearances during Super Bowl Week in Detroit for their annual Sweepstakes winner's luncheon (Peyton Manning, Ray Lewis, Chad Johnson, Todd Heap and Tony Gonzalez attended). They also utilized several players at baggage claim at the Detroit Airport to help passengers who debarked a Southwest Airlines flight.

**Player Marketing:** 9 opportunities totaling \$100,000.

#### **SPRINT**

At the beginning of the 2005-06 NFL season, Sprint was named the Official Wireless Telecommunications Service provider of the NFL. In their first season, Sprint utilized ten (10) NFL Player images on national TV commercials, local print ads, outdoor advertising, and several web based marketing materials. Sprint also replaced departed sponsor Ameritrust as the title sponsor of the Pro Bowl Balloting and Pro Bowl Skills Challenge. Sprint was also very active using players at Super Bowl XL in Detroit. Sprint utilized 15 players for various public and private events Super Bowl week.

**Player Marketing:** 25 opportunities totaling \$334,000.

#### **VISA**

Visa was once again one of our most active partners. They produced two very popular television "Metaphors" commercials featuring Tom Brady and his offensive line.

Visa also utilized three players to endorse their services on regional levels with specific bank partners. Visa produced NFL Player Promotional Gift Cards that featured several players and were distributed during NFL Kickoff Weekend.

PLAYERS INC partnered with Visa on a program called "Practical Money Skills For Life" that sent 17 players to schools to help educate high school students on the importance of financial responsibility. This program took place in 15 markets and culminated with a press conference at Super Bowl.

Visa utilized 11 player appearances during Super Bowl week and one at Pro Bowl.

**Player Marketing:** 41 opportunities totaling \$1,140,300.

## **Other Partnerships**

#### **WHEEL OF FORTUNE**

In 2005, we celebrated the 10<sup>th</sup> Anniversary of NFL Players Week. The corporate marketing department secured several prize packages for NFL Players Week on Wheel of

Fortune: nfl.com (\$4,000 shopping spree in the NFL shop), and Diet Pepsi (Party with a Player, \$4,500 value). Ten gift tags, valued at \$1,000 each, were secured from the following companies (some companies provided two): Reebok (two: gift certificates), DirecTV (two packages: equipment, system installation and NFL Sunday Ticket), Canon (two: Digital Rebel cameras), Upper Deck Authenticated (two: shopping sprees), Motorola (shopping spree) and American Tourister (luggage package). We also secured the following prize packages: Pro Bowl trip, trip to the NFL Rookie Premiere, trip to the NFL Players Gridiron Gala featuring the JB Awards and the super prize package, which featured a trip to the Super Bowl, memorabilia, Sirius Satellite Radio, a PSP and games and a \$1,000 Reebok gift certificate.

For the first time, we were able to secure prize puzzle packages. Each company that donated these packages committed to two packages; one for the contestant on the show and one for a viewer who had the opportunity to play online. Bloomingdales partnered with Le Parker Meridien in New York to provide a \$5,000 shopping spree with hotel accommodations. These prize packages were valued at \$8,055. VocationVacations and the Doubletree New York provided a VocationVacation holiday and hotel accommodations. These packages were valued at \$4,500. The total of all prizes secured by PLAYERS INC that week totaled approximately \$75,000.

#### NATIONAL PROMOTIONS

PLAYERS INC worked with Walt Disney World Resorts on their "What's Next" Super Bowl MVP campaign. The program included 11 players featured in a 60 second pre-game television commercial and outdoor projection displays in Detroit during the week of the Super Bowl. The program culminated with the traditional "What's Next" 30 second television ad featuring Super Bowl MVP Hines Ward and Jerome Bettis. This year marked the first time the PLAYERS INC logo was featured in a Super Bowl commercial. The logo was featured for 5 seconds in each of the 60 second spots and 3 seconds in the 30 second spots, an imputed value of \$1.2 million in free advertising.

#### REGIONAL PROMOTIONS

This past year, we licensed eight team/regional promotions up from 4 last year. The Cincinnati Bengals did a purchase with a purchase or individual purchase premium promotion. Three different tailgate jugs were distributed at Gold Star Chili restaurants in Greater Cincinnati/Dayton/Lexington region, each jug featuring one Cincinnati Bengals player. Tailgate jugs could also be purchased as an upgrade to a combo at Gold Star Chili or as a stand alone item. A total of 100,000 mugs were produced and PLAYERS INC received a \$22,500 promotional fee.

The Chicago Bears and Staples worked with us to secure the rights to use players on in-stadium advertising. We received \$5,000 for this execution. The San Diego Chargers and Carl's Jr. did a promotion where patrons of Carl's Jr. restaurants received a free team schedule poster with the purchase of any combo meal. 250,000 posters were printed and PLAYERS INC received a \$25,000 promotional fee.

In five team markets (Philadelphia, Denver, Indianapolis, Carolina and Dallas), Rent-A-Center secured the rights to use group action photos of players in a direct mail advertisement. For each market execution, we received \$5,000 for a total of \$25,000.

**FY'07**

**Projections**

**T**he minimum guarantee under the NFL Sponsorship Agreement for FY'07 is \$9 million against a 12.5% royalty. The NFL has renewed its focus on the financial services industry and plans to pursue partners in the retail bank, mortgage and insurance categories. There is also a focus on the food and personal care categories. PLAYERS INC revenue should exceed the guarantee again in FY'07.

# PLAYERS INC PROPERTIES

**Overview** Since its inception, PLAYERS INC has created many unique properties which serve not only as vehicles to promote the PLAYERS INC brand and generate revenue to PLAYERS INC, but also as a means of serving our mission to “get the helmets” off the players and market them in as many unique ways as possible. These properties have also served as a means of generating numerous paid and unpaid player marketing opportunities, as well as vehicles to generate revenue for PLAYERS INC charities and player charities and foundations.

Participating PLAYERS INC licensees and sponsors have been able not only to promote their brands, but also to leverage NFL players and PLAYERS INC to promote their products and services.

Following is a summary of activity within each of these properties.

**NFLPLAYERS.COM** Established in 1995, NFLPLAYERS.COM is the online presence of PLAYERS INC. The website is administered and managed by the PLAYERS INC Internet Department. Its features include fantasy football, individual authorable webpages for every active NFL player (the Players Network), player features, sweepstakes and contests, and coverage of PLAYERS INC events. NFLPLAYERS.COM is a valuable tool for promoting the PLAYERS INC brand, and furthers efforts to “take the helmets off” the players.

Following nearly three years of the same look, PLAYERS INC executed a redesign of the website prior to the 2005 season. The redesign was done in-house, resulting in an estimated savings of \$30,000. The new design provided easier navigation for users and resulted in pages loading an average of 35% faster. Traffic was up for the season, to an average of 260,000 per month from 251,000 per month in 2004. NFLPLAYERS.COM ranks 23<sup>rd</sup> among the 41 sites on nfl.com. This is consistent with last year’s ranking. We continue to work closely with NFL.com and our major online partners such as Yahoo!, EA Sports and America Online to promote the site and drive traffic.

Sponsorship revenue increased from \$139,250 in the previous fiscal year to \$186,500 in FY’06.

NFL Players Fantasy Football returned for its third season in 2004. PLAYERS INC changed providers from Sportsline to Fanball. THQ Wireless was this game’s title sponsor for the second year. The number of sign-ups dropped dramatically, from more than 30,000 to approximately 9,000. Much of this can be attributed to the amount of promotion received from Sportsline and from Fanball. Moving forward, we will be evaluating the benefits of having our own fantasy football game.

Unique player content continued to be the major focus for the website. NFLPLAYERS.COM collected 308 player journals during the 2005 season, down from 505 the previous season. The decline can be attributed in part to the departure of the website editor and the lack of an intern for the final two months of the season. The updated journals are highlighted on the homepage. NFLPLAYERS.COM continued to generate player profiles, featuring 74 players over the course of the season. In addition, more than 100 new audio and video interviews were added, and the media library now holds more than 1,000 unique player clips. The new Five Questions page features three players answering questions and is updated weekly.

NFLPLAYERS.COM continued to cover PLAYERS INC events, starting with the NFL Gridiron Gala featuring the JB Awards in April 2005. The NFL Players Rookie Premiere was featured in May 2005. We worked with Fullhouse Media to provide audio and video content from the Premiere, as well as several articles, interviews and photos. NFLPLAYERS.COM also covered Wheel of Fortune NFL Players Week, which taped in December 2005 and aired in January 2006. For the second consecutive year, the Wheel of Fortune Sweepstakes was hosted by NFLPLAYERS.COM and more than 8,000 entries were received. The season concluded with coverage of the PLAYERS INC VIP Party, the NFL Players Party and PLAYERS INC Live at the NFL Experience during Super Bowl week in Detroit. Thanks to the help of a freelance writer and Getty Images, stories and photos were posted within 12 hours of each event.

The Helmet Giveaway allowed fans a chance to win an autographed helmet each month, and gave NFLPLAYERS.COM the opportunity to do joint promotion with the respective teams. The long-running Free Gear All Year Trivia Contest offers PLAYERS INC-licensed NFL trading cards and is one of the site's most popular features.

We are constantly working to improve the content to NFLPLAYERS.COM. We will continue to work with our partners to leverage their reach and exposure to help generate more traffic. The website editor position was filled as of February 6. We are exploring new and more creative ways to market players and the PLAYERS INC brand, as well as generate more sponsorship revenue.

**JB Awards**      **T**his year marked the second year of our partnership with James Brown (JB), to present the JB Awards at the NFL Players Gridiron Gala. In its third year of transition from being known as the Unsung Heroes Awards, the Gridiron Gala drew record attendance and sponsorship revenue.

The JB awards, personally selected by James Brown, recognize NFL players who excel beyond the game of football and award them for their commitment to achieve excellence off the field through building better communities and stronger families.

Players on each team nominated the teammate they felt most deserved to be recognized for their contributions to their respective communities. From those nominations, JB selected and presented awards to the nine players he felt most represented the JB Awards. In addition, specialized awards were also presented to the recipients of the Courage



Award, Lifetime Achievement Award, Act of Kindness Award, Loyalty Award, Teamwork Award, Youth Development Award, Kids Choice Award, NFLPA Humanitarian Award, NFL Executive of the Year Award, and the 39<sup>th</sup> annual Byron Whizzer White Award. The event was co-hosted by Pam Oliver also of FOX Sports.

For the fourth year in a row, PLAYERS INC produced a television special profiling the player honorees that aired nationally on FOX Sports Net. The show reached 89 million households with 71 total airings.

Primary sponsorship consisted of Reebok as presenting sponsor along with EA and America Online as special contributing sponsors which all combined generated \$250,000 of the total sponsorship revenue of \$365,000. Additional revenue was generated through table and individual ticket sales and a record contribution of \$150,000 was made to District of Columbia Special Olympics.

We are anticipating even greater success with the 2006 event which will be held on April 18<sup>th</sup> in Washington, DC.

**NFL  
Quarterback  
Challenge**

As a result of the purchase of the Quarterback Club by PLAYERS INC, PLAYERS INC now owns a 24% interest in the event called the NFL Quarterback Challenge. The NFL owns 52% and Quarterback Greats, a company founded by Frank Vuono and some of the original equity player-owners of the QBC, owns the remaining 24%.

For the second year in a row, the event took place during NFL Draft weekend however, this year's event was partnered with the NFL Sponsor Summit in Ft. Lauderdale, FL. PLAYERS INC facilitated player participation in the event, which included 13 quarterbacks and four receivers, who shared in appearance fees and prize money totaling \$340,000. Sponsors were secured by the NFL.

A television special was produced from the competition, which included coverage of the weekend events and features on the participating players. The telecast was broken into two one-hour shows which aired in July on CBS Sports.

Plans have not been finalized for this year's event.

**Reebok /NFL  
Players  
Rookie  
Premiere**

The annual Reebok NFL Players Rookie Premiere, held in Los Angeles during the month of May, continues to be another one of PLAYERS INC's signature events and television shows. For the ninth year in a row, PLAYERS INC produced the four day event during which 29 of the top draft picks gathered to participate in a series of photo shoots with three PLAYERS INC licensed trading card companies for their first pro football trading cards. Other activities during the week included a welcome reception, a mini orientation on the NFLPA and PLAYERS INC, a kids' clinic hosted by Reebok, a trading card party with fans at local hobby shops, a

special competition launching Pepsi's Rookie of the Year program, and a Rookie Madden Bowl.

All of these activities were filmed for a one-hour television special which aired nationally on NFL Network during the month of July. The hosts of the show this year were Rich Eisen and Sterling Sharpe.

Reebok returned as the title sponsor of the event and television special while EA joined as presenting sponsor. Other sponsors included Donruss/Playoff, Topps, Upper Deck, and newcomer Pepsi. A total of \$1.4 million in sponsorship revenue was generated.

The 29 rookies who attended the event were paid \$348,000 in payments to participate. In addition, the event produced an additional \$8,500 in payments for the rookies and several veterans and retired players.

**NFL Kickoff**     **T**he NFL, in conjunction with PLAYERS INC, kicked off the football season as we celebrated the "The Road to Forty" by looking back at the history of the Super Bowl and looking ahead to Super Bowl XL. Over 60 paid and unpaid (charity/media) NFL player appearances were scheduled throughout the week. We brought in several high profile Hall of Famers for these events, including Marcus Allen, Tim Brown, Eric Dickerson, Deacon Jones and Jack Youngblood.

The week's activities included a dinner reception and golf event for sponsors, youth clinics, as well as charity appearances for the One World Event.

The week was capped off with performances on Thursday at Gillette Stadium by Mary J. Blige, Destiny's Child, Elton John, Toby Keith and Lenny Kravitz, in Los Angeles with Kanye West, Maroon 5, and Rhianna as well as Jessica Simpson from Metropolitan Park in Jacksonville. Portions of the event were televised nationally by ABC, leading up to the season opener between the New England Patriots and the Oakland Raiders.

**EA Sports/  
Helmets Off**     **L**ast year, PLAYERS INC produced six television specials (up from four the previous year) called "Helmets Off: Behind the Scenes with NFL Players," that aired one each month from July through December on FOX Sports Net. All were 30 minute shows except the August show, which was an hour. Beginning in July, each show featured NFL players in a reality style show that gave fans a closer look at life as an NFL player off the field. Much of the footage was taken from our events and other access to players throughout the year.

PLAYERS INC kicked off the season in July with "Life at the Pro Bowl," featuring a behind the scenes look at what happens when the best of the best get together in Hawaii. The show included following Marcus Washington, Washington, on a trip to Pearl Harbor, catching up with Tony Gonzalez, Kansas City, as he spent some free time at the North Shore, and shadowing Jeremiah Trotter, Philadelphia, for a few days at practice and in the locker room as he spent time with his nine other Eagle Pro Bowl teammates. We also

spent a day with Shaun Alexander, Seattle, as the 'Bama alum went to the Crimson Tide vs. Hawaii baseball game with a few of his childhood friends. (101 total airings)

In August, PLAYERS INC did a one hour special that showcased NFL Player involvement in the making and marketing of the industry's leading sports video game in "Behind the Scenes: Madden NFL '06." From media day and commercial shoot day with cover athlete Donovan McNabb, Philadelphia, to a trip to EA studios with rookies Mark Clayton, Baltimore, and Ryan Moats, Philadelphia, to the launch party in New York City with over a dozen players, it became quite clear how involved NFL Players are in this hugely successful property. (101 total airings)

The Barber twins took center stage in September as in "Keeping Up with the Barbers", we tried to do just that, as Ronde Barber, Tampa, and Tiki Barber, New York Giants, spent a few days working out together in New York. In addition to watching them go through Tiki's rigorous off season weight training program, the viewers saw Tiki perform in an off Broadway show, spend time with his son in a kids program with other parents, and spend some down time with Ronde. (100 total airings)

In October, Helmets Off took a look at what some NFL Players would be doing in they weren't playing football in "Out of Their League." Chad Johnson, Cincinnati and Dhani Jones, Philadelphia went through a half day of training on how to be an actor with celebrity acting coach Scott Sedita. David Akers took his shot at being a NASCAR driver at Richmond International Speedway. Kurt Warner, Arizona, a participant several times on Wheel of Fortune NFL Players Week got some training on what it's like to be on the other side of the Wheel from Pat Sajak. Brian Westbrook, Philadelphia, visited a horse farm and got a few surprises on what it's really like to be thoroughbred horse trainer. (78 total airings)

The November Helmets Off show brought together current NFL Players and their NFL Player heroes in a variety of settings, including the golf course, a fishing spot on the Bayou, the Quarterback Challenge event, and a player's home. "Your Heroes' Hero" featured the first time meetings of: Chad Johnson, Cincinnati, and Mark Duper; Deuce McAllister, New Orleans, and Roger Craig; LaDainian Tomlinson, San Diego, and Barry Sanders; and Bertrand Berry, Arizona, and Deacon Jones. (49 total airings)

"Selling with the Stars: NFL Players in Commercials," was the theme and title of Demember's show, which highlighted footage from the sets of several different commercial shoots throughout the year. Due to its huge success the previous year, this show was the only repeat show that we did from the prior season. We went behind the scenes from Reebok's ad featuring 8-12 NFL Players, Donovan McNabb, Philadelphia, braving the fake elements for EA Sports Madden ad, Coors' MVPParents ad featuring NFL Legends John Elway, Barry Sanders, Troy Aikman, and Marcus Allen, and Visa's hugely successful "Metaphors" ad that starred not only Tom Brady, New England, but Patriots offensive lineman Tom Ashworth, Russ Hochstein, Dan Koppen, Brandon Gorin, and Matt Light. (70 airings)

Sponsorship revenue in the amount of \$350,000 was generated for Helmets Off – EA was the title sponsor at \$250,000 and Reebok was the presenting sponsor at \$100,000.

PLAYERS INC will again produce six specials, two in August and one each month from September through December of 2006, and EA and Reebok will return as sponsors for a total of \$450,000.

### **PLAYERS INC Radio**

In its' 10<sup>th</sup> season, PLAYERS INC radio aired on Fox Sports Radio twice each weekend, once on Saturday evening and once on Sunday morning. Co-hosts Daryl "Moose" Johnston and Dan Miller (Fox Detroit) conducted approximately 57 interviews with active and retired players and coaches. Guests from this year's shows included: Nate Burleson, Minnesota; Fred Taylor, Jacksonville; Steve Smith, Carolina; Eli Manning, New York Giants; Joey Galloway, Tampa; Ben Roethlisberger, Pittsburgh; Dwight Freeney, Indianapolis; Mark Brunell, Washington; Daniel Graham, New England; Steven Jackson, St. Louis; Deion Branch, New England; Alge Crumpler, Atlanta; Drew Brees, San Diego; Santana Moss, Washington; Brian Urlacher, Chicago; Jake Delhomme, Carolina; Cato June, Indianapolis; Jim Brown, Hall of Fame; Bart Starr, Hall of Fame; Alan Page, Hall of Fame; Steve Mariucci, Detroit; John Fox, Carolina; Andy Reid, Philadelphia; Brian Billick, Baltimore; Dick Vermeil, Kansas City; and many others. Throughout the year we were able to cross promote our show with guests who appeared in our "Helmets Off" TV series.

PLAYERS INC Radio was heard on 200 Fox Sports Radio affiliates. It aired in 18 of the top 25 markets.

### **NFL/PLAYERS INC eBay Auction**

This year NFL Auction coordinated signings for 7 teams throughout the season, a decrease from 12 last year. However the total player payments decreased by only \$5,400 (\$185,300 in FY '05 to \$181,900 in FY '06). Out of the \$179,900, \$34,000 was paid to players in cash and the remainder in trade.

In addition to the team signings, NFL Auction items were also secured at a number of our events: Rookie Premiere, Quarterback Challenge, PLAYERS INC Photo Shoot, Wheel of Fortune, Super Bowl, and Pro Bowl. The total number of participants for all signings increased to 277, an 8% increase from last year (256).

While NFL Shop has not resolved their issues regarding product fulfillment to players, we have made some internal changes to help avoid the delays we have experienced in the past. Starting in mid-season, we began bringing the player payments to each signing. If the player chose to be paid in cash, he was compensated on-site. The future of NFL Auction is unclear as there are a number of issues to be resolved with the NFL before we commit resources. At a minimum, we will conduct signings at our events, which will give us more control over the process as well as the revenue earned.

## **Wheel of Fortune NFL Players Week**

**W**heel of Fortune continues to be one of the best vehicles for PLAYERS INC to showcase NFL players' personalities and generate revenue for player foundations and charities. Wheel of Fortune is the highest rated show in syndication, reaching a potential 100 million viewers worldwide weekly.

Celebrating its 10<sup>th</sup> anniversary, NFL Players Week, taped on location in Ft. Lauderdale before a combined audience over 5,000, again produced the best results of the year for Wheel of Fortune. With an average 14.3 million viewers every day of the week, Wheel continues to be a tribute to the marketability of NFL players (See Appendix F for ratings information).

Players received appearance fees and residuals totaling \$134,000 and a record \$439,264 was raised for player charities. This year's charity winnings brings the ten year total to \$2,720,605.

During the taping of show two, Hall of Famer Bob Griese and his contestant spun the Wheel for \$114,310, the single-highest amount paid to a charity by Wheel of Fortune. Bob was spinning the Wheel for Judi's House, created by his son Brian, which provides hope and healing to grieving children and their families to ensure no child is left alone while coping with grief. The contribution allowed them to purchase an additional house in Denver to expand their services.

NFL Players Week delivered more viewers than 99% of all programs, network or cable, including Desperate Housewives, 24, Dancing with the Stars, Boston Legal and 60 Minutes. Player Marketing secured player participation for the five shows, which aired January 23-27, 2006. Participating players were: Deion Branch, New England; Derrick Brooks, Tampa; Warrick Dunn, Atlanta; Jason Elam, Denver; Marshall Faulk, St. Louis; Bob Griese, Hall of Fame; Franco Harris, Hall of Fame; Rashean Mathis, Jacksonville; Deuce McAllister, New Orleans; Santana Moss, Washington; Gale Sayers, Chicago; Jason Taylor, Miami; Jonathan Vilma, NY Jets; Reggie Wayne, Indianapolis; Roy Williams, Dallas; and alternate Brian Griese, Tampa.

## **PLAYERS INC LIVE!**

**P**LAYERS INC LIVE! was held during Super Bowl weekend on Saturday, February 4<sup>th</sup> at the NFL Experience. Continuing in the tradition of providing player driven content and activities at the NFL Experience, PLAYERS INC LIVE became the new face of what was previously NFL Player Mania. The goal in redesigning the event was to achieve added exposure and branding for PLAYERS INC while producing a unique fan friendly sponsorable event.

This year the event was sponsored by Burger King. Players were featured in a rotation of "Burger King Finger Football" match ups with fans, while Dan Miller of Fox Detroit emceed the action. Participating fans were treated to an autographed foam finger at the conclusion of their match up. As an added feature, fans were able to take a photo with the "Burger King" at a side photo station provided by Canon. This is the fifth year

PLAYERS INC has provided player content to the NFL Experience's traditional lineup of activities. PLAYERS INC LIVE was a phenomenal success for Burger King and PLAYERS INC and one of the most popular attractions at the NFL Experience.

This event continues to be a good fit for both PLAYERS INC and the NFL. Therefore, we look forward to producing it again during next year's Super Bowl in Miami.

THQ Wireless, a PLAYERS INC multimedia licensee, was also secured as a PLAYERS INC LIVE sponsor. Their participation centered on announcing their upcoming sweepstakes "Sprint to Draft Day". Efforts resulted in a very successful and well attended press conference hosted at the NFL's Media Center to launch the promotion.

A total of \$275,000 in sponsorship fees were paid by Burger King and THQ

**Pro Bowl  
Skills  
Challenge**

The NFL and PLAYERS INC partnered together at Pro Bowl to produce the second Skills Challenge showcasing players' physical talents in six different events. A total of 33 players competed in the following competitions: Split the Uprights, Strongest Man, Best Hands, Open Field, On the Mark and Fastest Man. Sponsors were secured by the NFL. The event generated 42 different payments to players with appearance fees and prize money totaling \$248,000 were generated.

The competition was highlighted in a TV special which aired on ESPN on February 11<sup>th</sup>. The event continues to receive rave reviews from sponsors and is expected to be an annual event.

# PROMOTION OF PLAYERS INC AND PLAYERS IN THE MEDIA

**Overview** PLAYERS INC promotes the positive accomplishments of NFL players on and off the field. We serve as the primary source for media who cover sports marketing in general and the NFL and its players in particular.

PLAYERS INC meets regularly with trade and consumer media to promote the PLAYERS INC brand and the players it represents. Press releases are issued regularly to announce licensing deals, new products, sports marketing trends, promotional campaigns with sponsors, and PLAYERS INC events and properties. We strive to educate the press to ensure that accurate information is incorporated into news stories and that we are a resource for developing stories whenever it involves players.

PLAYERS INC works closely with the NFL and its sponsors to promote sponsorship programs for regional and national campaigns.

PLAYERS INC manages on-site media relations at all company events to ensure that players and sponsors receive positive media exposure.

PLAYERS INC produces a newsletter which is distributed three times a year to all current and retired players, licensees, sponsors, and agents. The newsletter highlights company news, licensing updates, marketing efforts and event recaps. There is also a section featuring players in the community and spotlights players' off the field accomplishments.

Success and coverage of PLAYERS INC's events and properties include:

## PLAYERS INC AD CAMPAIGN

PLAYERS INC produces an annual photo shoot with players to develop artwork for a national corporate ad campaign. In 2005, PLAYERS INC launched a nationwide advertising campaign in *SportsBusiness Journal* featuring the images of six players on the front of company-produced trading cards that highlight PLAYERS INC's corporate initiatives and success in marketing and licensing on the back of each card.

The third and final three-card insert featured a limited number of cards autographed by Bengals receiver Chad Johnson, Hall of Famer Mike Singletary, and Jets linebacker Jonathan Vilma. More than 900 signed cards were put into circulation, allowing approximately one in every 20 subscribers the opportunity to receive an autographed card.

This ad campaign, which allowed PLAYERS INC to highlight the personalities of the players while at the same time promoting the company, proved to be a major success and garnered media attention for its authenticity and innovation.

#### PLAYERS INC/HELMETS OFF

In addition to distributing press releases nationwide via PR Newswire and FSN, PLAYERS INC customized releases for each of the players involved in every episode, sending the releases to the players' hometown, college town and pro-team media market in order to maximize exposure for each player and each *Helmets Off* episode. Tiki and Ronde Barber were also featured on the *Best Damn Sports Show* to highlight their involvement in episode three, "Keeping up with the Barbers."

#### REEBOK NFL PLAYERS ROOKIE PREMIERE

The 2005 NFL Players Rookie Premiere in Los Angeles, which took place from May 19 to May 22, 2005, was covered by several media outlets including the NFL Network, *Beckett Football*, *Sports Collectors Digest*, *Philadelphia Daily News*, *Rockford Register Star (IL)*, *The Tennessean*, *The Atlanta Journal Constitution*, *Street & Smith's SportsBusiness Daily*, *Brandweek*, and *Sports Collectors Digest Trade Fax*.

In 2005, PLAYERS INC partnered with the NFL Network to create a one-hour TV show titled the "NFL Players Rookie Premiere," which aired on the NFL Network throughout the month of July.

#### NFL PLAYERS GRIDIRON GALA FEATURING THE JB AWARDS

The 32<sup>nd</sup> annual Gridiron Gala featuring the JB Awards was held on April 7, 2005 in Washington, DC. The event honors NFL players for their work in building better communities and stronger families. This year, PLAYERS INC partnered with *Sporting News* magazine and several local media outlets to increase awareness of the event, including *Washington Business Journal*, WTTG Fox 5, Comcast Sports Net, WJFK 106.7 FM and WARW 94.7 FM. A press release was also sent out prior to the event and obtained mentions in the following outlets: *SportsBusiness Journal*, *Free Lance-Star*, *Times-Picayune*, *Indianapolis Star*, *GW Hatchet*, *Washingtonian* magazine, *The Washington Post*, and *Town Talk*. At the event itself, WTTG Fox 5, WUSA ABC 9, and Comcast Sports Net were all in attendance. In addition, a video news release was created and distributed nationally, generating three additional media hits in Pittsburgh, Miami and Ft. Meyers, FL.

#### NFLPLAYERS.COM

***Fantasy Football:*** As the fantasy football phenomenon continued to grow over the last few years PLAYERS INC recognized we were not getting the credit for pioneering licensed fantasy football. Accordingly, we developed a strategic communications plan to tell the story.

First, we distributed press releases that announced our multiple accomplishments in the fantasy football arena. These releases outlined PLAYERS INC's involvement in pioneering the fantasy phenomenon and clarified the fact that PLAYERS INC is the exclusive licensing resource for all fantasy football games.

Second, PLAYERS INC was the title sponsor of *SportsBusiness Journal's* "Sports Media and Technology Conference," which took place November 15-16, in New York City.



Third, PLAYERS INC publicized the free online fantasy football league at NFLPLAYERS.COM, where fans put their skills to the test against former NFL players Ron Jaworski, Daryl Johnston, Ed McCaffrey, Fran Tarkenton, Thurman Thomas and Jack Youngblood. PLAYERS INC created personalized releases for each of these retired players and distributed their weekly picks to the national media as well as to their hometowns, college towns and former pro-team cities.

Fourth, we focused national media attention on the grand prize of NFLPLAYERS.COM's fantasy football challenge, which was a trip for two to the Pro Bowl in Hawaii (including air fare and accommodations) and lunch with a fantasy football team. Alfred Evans was the winner of PLAYERS INC's NFL Players Fantasy Football Challenge" and PLAYERS INC's communication department secured coverage of his trip by *ESPN the Magazine* and the *Cincinnati Enquirer*. The *ESPN* story is due out in the next few weeks.

#### **"ABOUT US" SECTION ON NFLPLAYERS.COM**

The PLAYERS INC communications department created an "About Us" section for the website, which contains the following sections: What is PLAYERS INC, PLAYERS INC Historical Timeline, PLAYERS INC Events and Properties, PLAYERS INC Licensees and Sponsors, FAQ's, Media, and Contact Us. This will be posted in the next few months on NFLPLAYERS.COM.

#### **WHEEL OF FORTUNE NFL PLAYERS WEEK**

This year marked the 10th anniversary of PLAYERS INC's partnership with Wheel of Fortune, America's highest rated game show in syndication. "Wheel of Fortune NFL Players Week", which taped on location in Ft. Lauderdale, aired January 23-27, 2006, in national syndication to 100 million worldwide weekly viewers. Sports and entertainment media outlets that covered the event this year, which were more than double the number from last year, included FSN Florida, NFL Network, *ESPN Hollywood*, *ESPN the Magazine*, *Sporting News*, *Miami Herald*, *Orlando Sentinel*, *Palm Beach Post*, *Boca Raton News* (FL), *Seattle Times*, FOX Sports Radio, ABC Sports Radio, ESPN Radio, Sirius Satellite Radio, ESPN Radio 560 AM (Denver), KKFN 950 AM (Denver), WBZZ 1010 AM (Tampa Bay), 790 AM The Ticket (Hollywood, FL), and WTAN 1340 AM (Clearwater, FL). Additionally, the Miami Dolphins aired footage from the event inside the stadium during their last two home games of the season. Each outlet conducted interviews with the players and ran a story or a mention in their respective outlets. PLAYERS INC also distributed an electronic press kit, containing footage of each player, to TV stations across the country, generating an extended audience of more than 5 million viewers. In addition, the press kit was sent to each of the players' respective teams' PR staff, who each posted a write-up and the press release on the team's website.

#### **SUPER BOWL XL**

Media efforts promoting the PLAYERS INC brand at the Super Bowl produced the best results to date, garnering more than 72.2 million impressions for PLAYERS INC and its Super Bowl activities, close to four times the exposure over last year. This figure reflects

the sum of the total audience size of each media outlet that featured PLAYERS INC events in Detroit.

#### **STAY COOL IN SCHOOL PROGRAM**

On Thursday, January 26 and Friday, January 27, several NFL players visited fifth grade classes at 15 different Detroit-area schools as a special bonus to the “Stay Cool in School” initiative, an annual academic program specially developed for the Super Bowl host city by PLAYERS INC and its sponsors. The event was covered by the following media outlets: WJBK FOX 2 (Detroit), WNEM CBS 5 (Detroit), WDIV NBC 4 (Detroit), *Detroit Free Press*, *The Detroit News*, WKQI 95.5 FM (Detroit), and FOX Sports Radio.

#### **PLAYERS INC/THQ/SPRINT PRESS CONFERENCE**

On Wednesday, February 1, PLAYERS INC coordinated a press conference at the Super Bowl XL media center so that THQ, a PLAYERS INC licensee, could announce the launch of its text-to-win promotion with Matt Leinart. The promotion will award one lucky fan with a trip to the 2006 NFL Draft to meet Leinart. The press conference was attended by more than 125 media outlets and generated a large amount of print, broadcast and online coverage, ranging from ESPN’s *Cold Pizza* and *The Detroit News* to dozens of popular websites including ESPN.com and SportsIllustrated.com.

#### **PLAYERS INC VIP PARTY**

On Thursday, February 2, PLAYERS INC hosted a private VIP reception for sponsors and licensees. By limited invitation only, the NFL Network, WJBK FOX 2 (Detroit), and PLAYERS INC Radio were on-site to cover the event and interview players.

#### **NFL PLAYERS PARTY**

On Friday, February 3, PLAYERS INC and the NFLPA hosted a private party for NFL players and their guests. Celebrities in attendance included LL Cool J, Ciara, Stevie Wonder, Vivica Fox, Vanessa Manillo and Kevin Frasier from *Entertainment Tonight*, and Kenny Johnson and Walton Goggins from *The Shield*. PLAYERS INC secured exclusive backstage coverage for *Entertainment Tonight* and *ET on MTV* and created a red carpet entrance for media to cover the event. By select invite only, the media on the red carpet included *People Magazine*, BET, WXYZ ABC 7 (Detroit), and *The Detroit News*.

#### **BURGER KING FINGER FOOTBALL CHALLENGE AT PLAYERS INC LIVE!**

On Saturday, February 4, PLAYERS INC and BURGER KING® teamed up to create a one-of-a-kind experience for fans at the NFL Experience. From noon to 6pm, four different NFL players lined-up each hour to compete against football fans in a game of tabletop finger football for bragging rights and a signed commemorative Super Bowl XL foam finger.

To promote the event, PLAYERS INC secured the following interviews the week prior: DeMarcus Ware on *ESPN News*, Shawne Merriman on ABC Sports Radio and Sports Byline USA, and Richard Seymour on NFL Network, FOX Sports Radio, Sirius Satellite Radio, Sporting News Radio and Sports Byline USA.

Dan Miller of WJBKFOX 2 Sports, voice of the Detroit Lions Radio Network and co-host for PLAYERS INC radio on FOX Sports Radio, was the celebrity host, on hand to interview each player about the NFL season, Super Bowl XL, and their Finger Football game. FOX Sports Radio also broadcasted their show "Game Time Live," live from the event and interviewed more than 12 players on-site.

In addition, the following media outlets were on-site to cover the event: *The Long Beach Press Telegram*, WJBK FOX 2 (Detroit), WDIV NBC 4 (Detroit), WXYZ ABC 7 (Detroit), WEYI NBC 25 (Saginaw, MI), WNEM CBS 5 (Saginaw, MI), WATM ABC 23 (Johnstown, PA), WWCP FOX 8 (Johnstown, PA), WTAJ CBS 10 (Altoona, PA), WTOL CBS 11 (Toledo, OH), WVKL 95.7 FM (Virginia Beach, VA), the Men's Channel, Global TV Network, and Reseau des Sports.

#### PLAYERS INC/GENERAL

PLAYERS INC received local, regional and national media coverage for national and regional promotions, sponsor programs, licensing and company news throughout the year. Topics that were covered included the production of the *Helmets Off* television shows, the wireless content provided by licensee THQ Wireless, NFLPLAYERS.COM's new website design, the fantasy football phenomenon, Yahoo!'s "Draft Me" fantasy football promotion, the Stay Cool in School promotion and staff announcements. In all, PLAYERS INC received coverage in more than 200 media outlets in 2005, doubling last years count.

Over the past year, PLAYERS INC's achievements, promotions and events have been mentioned in numerous industry trade publications, including *SportsBusiness Journal*, *SportsBusiness Daily*, *License! Magazine*, *Promo Magazine* and *Beckett Publications*.

PLAYERS INC is also a resource for interviews, feature stories and information on NFL players. The communications department coordinated interviews with NFL players and provided background information for many outlets in 2005, including national media such as CNN, the NFL Network, FOX Sports, ESPN, *Cold Pizza*, *The Wall Street Journal*, *USA Today* and *ESPN the Magazine*.

#### FY07 Projections

**T**hrough strategic media outreach, PLAYERS INC will continue to promote the personalities and achievements of NFL players off the field and increase the knowledge and awareness of the PLAYERS INC brand. We will continue to position PLAYERS INC as a leader in sports marketing by working with our licensees, partners, corporate sponsors and the NFL to maximize positive media exposure.

# NEW BUSINESS

## LICENSING

EA will add their new "Head Coach" product this year; Reebok will continue to develop their "non-jersey" products; the collectibles category will see more activity from Activa, as they continue to add additional markets for their player collectibles.

## PLAYER MARKETING

We continue to reach out to companies who are not current PLAYERS INC licensees or competitors of NFL sponsors to generate additional player appearances. In FY'06 we generated 88 paid player opportunities for \$898,000 compared to 93 for \$415,000 in FY '05. The number of opportunities decreased slightly, the revenue increased by over 100%. Also, an additional \$31,000 was generated in commissions to PLAYERS INC. Over 20 participating companies included Get Motivated Seminars, TSE Sports, Sears, RazorGator, and Disney, who produced a TV campaign featuring 8 players and the PLAYERS INC logo in spots that aired during the Super Bowl XL pre game and halftime shows.

Efforts to expand these opportunities will continue in FY'07.

## FANTASY SPORTS ASSOCIATION

The NFLPA and PLAYERS INC have been licensing, marketing and promoting fantasy football for more than 15 years, and in the last several years those efforts have begun to pay off as the industry has gained mainstream acceptance. Examples of national media coverage of the fantasy football industry in 2005 included features on *National Public Radio*, *USA Today*, the *New York Times* and the *Wall Street Journal*. Other media outlets including the *Washington Post* and *Miami Herald* dedicated full-time columnists to cover fantasy football for the first time during the 2005 season. A new round of national fantasy football television shows such as, the *Ultimate Fantasy Football Show* on Fox Sports Net and the NFL Network's *Fantasy Football Show*, have also begun to air in the last few years. At the same time, fantasy football is beginning to make its way into pop culture, with one example being an entire *Bernie Mac Show* focusing on fantasy football.

Equally as important, outside marketing research firms have repeatedly confirmed that fantasy football players spend significantly more time watching NFL games than non-fantasy players, thus increasing viewership and ratings. The natural conclusion is that, as the fantasy football industry grows, it will become more of a factor in pushing up the NFL's broadcast rights fees, which directly benefits NFL players.

While the growth of the industry has been good for our organization financially, as our fantasy football revenues have grown from \$10,000 in 1989 to \$3.3 million in 2005, PLAYERS INC concluded that the overall fantasy sport industry needed better management. As a result, we decided to take the lead in forming a new trade association dedicated to furthering the interests of fantasy sports. The new association, named the Fantasy Sports Association (FSA), will focus on increasing the economic value of fantasy

sports, growing the number of participants, sponsors and products, conducting industry research, operating conferences and advocating/lobbying for the industry when necessary. The articles of incorporation for the FSA are scheduled to be filed in March 2006, and the first FSA meeting/conference is scheduled around the NFL Draft in late April. The next FSA meeting/conference is likely to be held in conjunction with the Sports Media & Technology Conference in November 2006.

#### **NFL.PLAYERSKIDSZONE.COM**

NFLPLAYERSKIDSZONE.COM was developed to give children between the ages of 8 to 13 access to their favorite NFL players through games, profiles sweepstakes and much more. It will be utilized as a platform for community based initiatives issues and as a viable property for our sponsors to target this age group. The mission of NFLPLAYERSKIDSZONE.COM is very similar to NFLPLAYERS.COM, to “take the helmet off,” for the next generation of fans, children ages 8-13. We worked with renowned game designer Sarbakan to build the first phase of Nflplayerskidszone.com, which features games, player trivia, player profiles and an art contest. The second phase will include a Kids Zone Club, the Kids Zone All-Star League (a fantasy football game) and a health and fitness component.

PLAYERS INC partnered with Humongous Entertainment and America Online to generate traffic for a soft launch of Nflplayerskidszone.com. Humongous Entertainment hosted the NFL Kids Backyard Awards on their website, which featured the PLAYERS INC sponsored Backyard Player of the Year. The promotion was featured on Target’s Getinsidethegame.com site and was promoted through KOL and Siforkids.com.

PLAYERS INC and America Online developed a Super Bowl promotion that linked Nflplayerskidszone.com and KOL. The promotion ran from January 30 through February 6 and featured a kids poll and an opportunity to win licensed product. The grand prize was an autographed item from one of the Super Bowl teams. Each day, a unique area of the nflplayerskidszone.com site was promoted on KOL, and PLAYERS INC provided interviews for the KOL radio show with Alan Faneca of the Pittsburgh Steelers and Jamie Sharper, Seattle Seahawks. This promotion generated 5,000 additional hits for the Nflplayerskidszone.com site.

These promotions allowed us to increase traffic and begin our branding initiative for Nflplayerskidszone.com. Our next steps include adding content and seeking additional partners. We have secured a promotional agreement with Burger King for the 2006 season and are in discussion with other sponsors and licensees to develop partnerships for the August 2006 launch. We expect to generate revenue for Nflplayerskidszone.com by the end of FY’07.

**NFL COACHES ASSOCIATION**

The NFL Coaches Association has asked PLAYERS INC, and PLAYERS INC has agreed, to represent them as their licensing agent. Beginning in FY'07, PLAYERS INC will have the exclusive right to take the GLAs of the coaches to the marketplace for purposes of generating licensing business. We believe this relationship with the NFLCA will complement PLAYERS INC'S representation of the players and will add value to the company and to the opportunities we provide to the licensees and sponsors.

# CONCLUSION

Looking ahead to FY'07:

- Revenue in the video game category is expected to increase due to an increased guarantee payment from our exclusive licensee EA Sports, as well as the addition of EA's new product, NFL Head Coach. However, sales could level out due to the introduction this year of new platforms PS3 and Nintendo Revolution. Software sales generally increase in the second year of new platform sales;
- Trading card revenue should increase due to a strong positive reaction to the 2006 rookie class;
- It is unclear what the impact of the Adidas purchase of Reebok will be on the sale of jerseys, but at this point we are expecting a modest increase. We will continue to push Reebok to expand in the area of non-jersey apparel, but sales of that product are driven by "hot market" demands as the NFL season progresses;
- Revenue from the fantasy football category is expected to increase in FY'07. PLAYERS INC will continue to be proactive in monitoring the marketplace to ensure that our rights are respected and protected, and as the category evolves into other media, i.e., broadcast and wireless, we maximize our revenue potential;
- Revenue from the NFL Sponsorship Agreement is expected to increase again in FY'07. As revenue to PLAYERS INC and the players from this Agreement continues to grow annually, it is clear that NFL sponsors recognize the value of utilizing players in their activations. Including players as an asset has allowed the NFL to charge a premium to new sponsors, as well as increase fees in renewals with existing sponsors. As additional revenue is generated from this Agreement, there will be more opportunities for more players to receive paid opportunities to participate in sponsor programs;
- To drive more traffic to nflplayers.com, we will work more closely with the players to add content by increasing the number of player journals and features; we will continue to work with nfl.com to cross promote players and PLAYERS INC properties; we will explore new opportunities to generate sponsorship revenue for the site.

Since PLAYERS INC's inception:

- \$333.2 million has been generated for players through the equal share royalty pool and from other payments by PLAYERS INC, its licensees and sponsors;

- \$146.1 million has been paid to the NFLPA by PLAYERS INC and its licensees
- \$102.4 million in PLAYERS INC operating expenses represents the cost of generating \$581.7 million (or 17.6% of total)

As predicted, this year PLAYERS INC crossed the half billion dollar mark in revenue generated since its inception. We have a team of talented and professional staff members who are dedicated to the success of your marketing company, and our goals could not be reached without the overwhelming cooperation and support of the players.

We are grateful for the continued support we receive from the NFLPA Executive Committee and Board of Players Representatives.