

APPENDIX E

Media

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Player appearances set record

BY LIZ MULLEN

Executives at Players Inc., the marketing arm of the NFL Players Association, were expecting a lower than usual number of paid player appearances during Super Bowl week because of Detroit's cold climate.

Instead, the number of player appearance deals broke records.

Players Inc. booked more than 350 appearances for 167 NFL players and NFL draft prospects, generating \$2.3 million in fees for those players, said Howard Skall, vice president of player marketing for Players Inc. The old record was an all-time 350 appearances, involving about 120 to 140 players and a little more than \$1 million in fees, he said.

"Who would have thought in Detroit?" Skall quipped. Players Inc. was not optimistic before Super Bowl week because outdoor activities, such as golf outings, would not be available due to the weather.

Players Inc. routinely arranges player appearances for NFL sponsors during



Reggie Bush (left), Matt Leinart (above left) and Ben Roethlisberger (above second from right, between Leigh Steinberg and actor Josh Lucas) were among players in demand for Detroit appearances.

Super Bowl week. "From the sponsors' standpoint, the interest is strong, and they articulated more than ever before," Skall said.

This year Players Inc. booked appearances for more than 30 companies, including Visa, Pepsi, Motorola, FedEx, Sprint, Coors, Canon, Snickers, Cadillac, Camp

bell, Southwest Airlines, EA Sports and Rezaian Inc., Skall said.

The current and retired NFL players who made appearances included Tom Brady, Peyton Manning, Eli Manning, Steve Young, Barry Sanders, Shaun Alexander, Jerome Bettis, Matt Hasselbeck, Terry Holt, Steve Smith, Bart Starr and Edgerton James, Skall said. NFL draft prospects Matt Leinart and Reggie Bush also made appearances, Skall noted.

TURN



Young and Restless

Out for a spin

"It's pretty heavy," says Jason Taylor, the 6-6, 255-pound star of the Dolphins. "It's a lot heavier than people think. You gotta give it some oomph."

He's talking, of course, about the *Wheel of Fortune* wheel. In at a convention center in Fort Lauderdale, Fla., for the taping of the syndication staple's NFL Players Week (January 23-27), and it's all about the wheel. Every player backstage is talking about it. They've spun it in practice sessions, and apparently, it's heavy. Like, really heavy. Like, there's a decent chance you might not be able to get it all the way around, thereby cementing your status as the wisest NFL player ever.

What habies? I think it's a game. *How chee?* Not to mention, they're pro athletes! They're paid to be all tough and tough and buff. Not a chee, now I'm dying to try it myself. I approach a PR person. "I really, really, really want to spin the wheel. Just try it for me!" Please-please?

She gives me a look. "It may be later today. Well, at least it's not on the set. The production's packed with games up some on Saturday. It's Tuesday morning after a night's sleep. So, hold on." The first chances are that a player's work schedule. The Jets' defensive Mar-shal Franklin (former Denver bronco) has to go to his Al-l-an Crossroads. Rex is in a meeting.

He's excited first up. He's shaking and shimmering and jogging his way around the stage. There is absolutely nothing on earth he's happier to do than playing *Wheel of Fortune*.

I pick up on a little sobriety. I know: between him and his partner, a blonde, the lovely girl, and tell him so after the show. She's flirting with me, I say.

"She has a boyfriend!" he screams.

Yes. They can't have kids together.



"Nah. I don't think so."

"Are you sure?" I was asking a little something.

"Really?"

"I mean."

It's not really "think about things like that." He passes. So, who else is flirting with me? You know you've got the eye for it.

On that note, I turn to the set's main attraction. The star of the afternoon, Denver kicker Jason Elam's partner, a pretty, she's so fastened the introduction as "The Bronco quarterback" before mumbling something about field goals. She smirks. Elam and when she wants him to spin. Midway through the game when the arrow

narrowly misses "bankrupt" and lands on "stolen," she looks up and asks, "What does that mean?" That said, "It means you're the," Elam looks at her like you've won a prize. Looking a little more nervous and mildly amused.

What habies-- they're pro athletes! Aren't they rough, tough and buff?

Meanwhile, I haven't given up on my quest to spin the wheel. All day I've hovered. I've begged, pleaded, I've begged, pleaded, I've pleaded. And I'm running out of time. There is a very good chance I'm going to miss my flight home. But I can't leave and not spin the wheel.

Finally, my friend the PR person calls me.

"Finally, my friend the PR person calls me."

I bolt for the stage before she can change her mind. I've lost the wheel as I'm walking. It's tiny, tiny, smaller than it looks on TV.

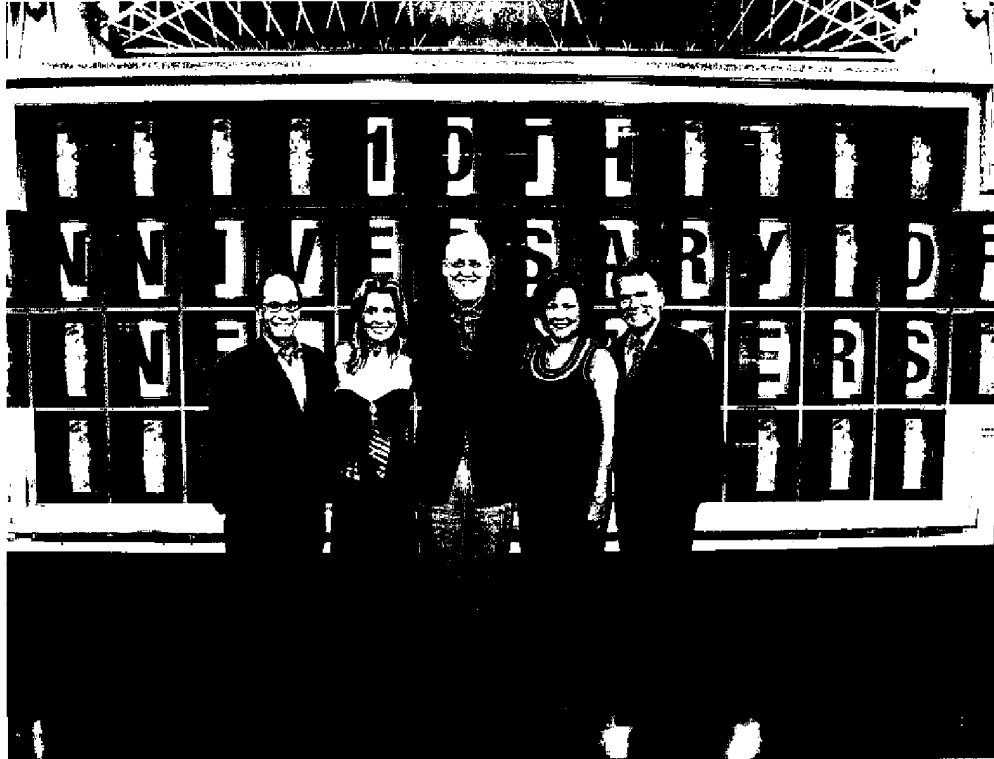
Rehearsal. I think I get to the middle contestant spot and I usually push the wheel with one hand. It barely moves--even talking maybes, *maybe*, two-thirds of the way. The wheel goes down a quarter of the way around. I look up and see the PR person. "Oh, please!" she says. "You've won a commission."

I put the wheel on the floor, I'm holding it and spin the wheel. It hits two hands in the "stolen" category. It's a wrap. The week just ended. Earning \$1000.

So, starting this afternoon's work, I'm a commissionable employee. I'm a commissionable employee.

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10.1.06



Players Inc. spells it out for charity on 'Wheel of Fortune'

"Wheel of Fortune" continued a decade-long tradition with its 2006 edition of NFL Players Week, which aired last week in national syndication. On location in Fort Lauderdale, Fla., were (from left) "Wheel" executive producer Harry Friedman, letter turner Vanna White, Players Inc. President Doug Allen and Executive Vice President and COO Pat Allen, and "Wheel" host Pat Sajak. This year's edition of the show welcomed Deion Branch, Derrick Brooks, Warrick Dunn, Jason Elam, Marshall Faulk, Bob Griese, Franco Harris, Rashean Mathis, Deuce McAllister, Santana Moss, Gale Sayers, Jason Taylor, Jonathan Vilma, Reggie Wayne and Roy Williams. Since its inception, NFL Players Week has raised nearly \$2.5 million for charities.

VFXWORLD TAKES A LOOK AT EPISODE III WITH ITS OWN TRILOGY OF ARTICLES



John Kricfalusi Presents



animation showcase

Thursday August 11, 2005

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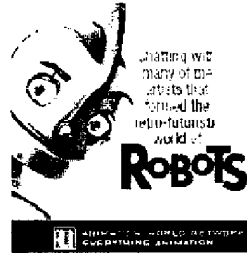
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EA's Madden NFL 06 Spirals Into Stores

August 09, 2005

EA GAMES' Madden NFL 06 is the most anticipated sports game of the year, and it's finally here. The game is available in stores now, and it's a must-have for any football fan. The game features a new engine, improved graphics, and a variety of new features. EA GAMES is proud to present Madden NFL 06, the most realistic and exciting football game ever.



Chatting with many of the animators that formed the retro-futuristic world of Robots

AWN'S WORLD REPORT CREDITING ANIMATION ADVERTISEMENT

EA GAMES' Madden NFL 06 is the most anticipated sports game of the year, and it's finally here. The game is available in stores now, and it's a must-have for any football fan. The game features a new engine, improved graphics, and a variety of new features. EA GAMES is proud to present Madden NFL 06, the most realistic and exciting football game ever.

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AWN animation showcase

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PLAYERS INC

PLAYERS INC Pioneers Fantasy Sports



Ron Jaworski



Daryl Johnston



Ed McCaffrey



Fran Tarkenton



Thurman Thomas



Jack Youngblood

...an participation in fantasy sports has grown exponentially over the last few years, but PLAYERS INC has known the value of fantasy sports for over a decade. In 1989, PLAYERS INC's parent organization and predecessor, the NFL Players Association (NFLPA), became the first organization to license fantasy sports. By licensing the rights to NFL players' names, statistics, and likenesses to companies throughout the sports industry for use in their fantasy football games, PLAYERS INC established a benchmark that other major leagues and players associations have since followed.

The following are statistics and information about PLAYERS INC and its

involvement in leading the fantasy game phenomenon:

- USA Today became the NFLPA's first mainstream fantasy football licensee in 1995. The NFLPA's fantasy football licensees subsequently became PLAYERS INC licensees when the NFLPA formed PLAYERS INC as its licensing and marketing subsidiary.
- CBS SportsLine became PLAYERS INC's first online fantasy football licensee in 1995.
- Though fantasy football television shows are now common, PLAYERS INC has the distinction of co-producing the first weekly fantasy football television show. The show began in 1995 and ran for six years on FSN.
- 90 percent of all fantasy players play fantasy football.

- PLAYERS INC's list of fantasy football licensees includes companies such as NFL.com, CBS SportsLine, ESPN, Yahoo, Fox Sports Net, the Sporting News, AOL and EA.
- Fantasy Football is PLAYERS INC's fastest growing licensing category.
- An estimated 15 million people play fantasy sports.

For the past three seasons, PLAYERS INC has

offered free online fantasy football at www.nflplayers.com where fans can pick their "ultimate starting lineup" while being provided with

PLAYERS INC established a benchmark that other major leagues and players associations have since followed.

statistics, comparison tools, injury updates, player profiles, exclusive weekly prizes and one-of-a-kind memorabilia. Each week the PLAYERS INC fantasy game resets as players are given a new chance to get in the game and win.

This year football fans can put their skills to the test against former NFL players **Ron Jaworski, Daryl Johnston, Ed McCaffrey, Fran Tarkenton, Thurman Thomas and Jack Youngblood**, who pick teams on the PLAYERS INC website each week. By participating in "Beat the NFL Players Fantasy Football Game" at www.nflplayers.com week after week, fantasy players can win autographed jerseys or compete for the grand prize of a trip for two to the 2006 Pro Bowl and a meal with a real-life fantasy team.

Fantasy exceeds wildest imagination

Networks cater to football players

"Fantasy football is out of control. I don't care that LaDainian Tomlinson has two receptions for 8 yards in the first quarter of another game that I am not even watching. There's a reason why people watch TV — because they don't want to read."

COMEDIAN LEWIS BLACK, on HBO's "Inside The NFL"

By Bill Griffith
CLOSE STAFF

It's said that the truest words are often spoken in jest, but in this case, Lewis Black's humor is aimed at the non-fantasy football players. The truth is the NFL and its television partners are filling all over themselves catering to the fantasy cognoscenti.

And with good reason. Research reveals fantasy players spend more time watching the NFL on TV (2-3 hours more each Sunday), are regular visitors to the websites that host their leagues, and tend to stay on the site longer than an average visitor. Figures from Nielsen/NetRatings show the average fantasy player's visit to CBSsportsline.com is 2 hours 8 minutes. That sort of usage catches the attention of advertisers and makes both the league's TV rights and those networks' affiliated websites more valuable.

The Fantasy Sports Trade Association's 2005 numbers show more than 6 percent of adults (more than 13 million) play fantasy sports games, including more than 10 million in fantasy football. Moreover, the average player participates in more than two leagues and spends \$154 per season in what is now referred to as a \$1 billion per year industry.

"Fantasy has gone main-

stream," said Clay Walker, senior vice president of Players Inc., the licensing arm of the NFL Players Association. "Advertising has embraced it. There's more than a chance that a major advertiser is considering spending its entire August and September advertising campaign around fantasy football."

ESPN stopped charging players this year and, while it won't release numbers, the network says it has doubled its number of fantasy football players. The story is similar at NFL.com, and Yahoo. Free, however, only goes so far. You can pay extra for access to real-time scoring, statistics, and record-keeping.

Sportsline.com, which charges \$129 to manage up to a 12-player league, is considered the top game on the market. "\$129 is \$10 to \$12 per league member," said Greg Ambrosius, editor of Fantasy Sports magazine. "That's nothing compared to what is exchanged under the table." It also includes the real-time scoring and standings updates that cost extra in the "free" world of games.

And Sportsline's senior vice president and general manager, Steve Snyder, pointed out, "The reason ESPN went free this year is because Goodyear is sponsoring the game and underwriting the costs."

Playing can almost become close to an obsession. "When I was playing, I could tell you everything about all the backup receivers and running backs in the league," said Patriots executive director of media relations Stacy James.

But the fantasy games extend well into the real world.

Players tend to buy the NFL "Season Ticket" package on DirecTV so they can monitor all the games in progress at the same time.

They also invest in high-definition TVs with picture-in-picture so

one screen can be on the NFL Network's "Red Zone" or DirecTV's "Red Zone" channel. Both update stats from 1-6 p.m. each Sunday.

Fantasy players are also notorious multitaskers who watch the games with their laptop computers at hand so they can monitor all the games and also converse with opponents and other players.

Fantasy money turns to real income at "insider" services on websites that offer tips, advanced player ratings, and analysis that helps fantasy players determine which players to play.

The NFL's partner networks — ABC, CBS, ESPN, and Fox — all deliver last-minute player information in their Sunday pregame shows, then have instant statistical updates popping up on the screens during games.

'It's not gambling'

Around the NFL, a league that shuns anything even remotely related to gambling and is heavily into image control, this sort of activity is acceptable.

"The gambling association is one reason we waited until 2000 to start our games," said Brian Rolapp, the NFL's vice president for New Media, in charge of NFL.com and its fantasy games.

"It's not gambling. It's a matter of skill as opposed to chance. If you play fantasy football, you've got to follow the rosters, know how your opponent's defense does against your quarterback, and stay up on the injury wire. Doing well is a way to differentiate yourself from your competitors. It's also why we [NFL.com] don't have any games of chance. We think of it as a game of skill."

Rolapp also is a player and, in many ways, symbolic of the phenomenon.

"I've been in a league with the same 12 guys since 1994, when I was an undergraduate at Brigham Young University," he said. "Back

then my roommate used to get USA Today on Monday morning, skip class, and update the league's scoring."

That part of the equation has changed.

Now the scoring updates are instantaneous. All day Sunday, the NFL Network services the fan, giving them what they want (latest scores and stats) when they want it.

"The number of players on NFL.com have increased every year by a significant amount, and at least 20 percent of them are women," said Rolapp.

The league and cable systems rolled out Video On Demand (VOD) previews of players before the season and, like ESPN, produced a Fantasy Football Preview magazine. Next year, a deal with Sprint will allow players to get updated stats on their cellphones.

"The guys in my league [from BYU] now are spread all over the country," said Rolapp. "Some years, we're even international. Our league — and the NFL in general — has a way of uniting people who normally wouldn't spend a lot of time together. In our case, we've had a couple of reunions set up around our draft, and the league keeps us all in touch, including online chatting during games."

Rolapp's league is primarily for fun. "For bragging rights," he said. Others charge franchise fees, with payouts to the champion and playoff teams.

But high-stakes games are a concern. "We're careful who gets licensed," said Walker of Players Inc. "We feel the games are on the right side of skill vs. chance, but there's always a concern that Congress will take another look at

fantasy games, especially if some big-time game hosts don't pay off their winners."

Cutting-edge technology

Adelphia cable system's digital customers in the Buffalo area are the test market for the next step in VOD: Fantasy Football On Demand. It's a collaboration among Woburn-based Gotulit Media, the NFL Network, and Adelphia.

Gotulit president Mark Pascarella and Adelphia's Northeast Region director of product marketing, David Daniels, recently demonstrated the system.

The VOD product combines the NFL Network's highlights packages, viewers' individual fantasy teams, and Gotulit's interactive technology.

It's geared to the fantasy player: Click through the menu of players by position — quarterback, running back, wide receiver, tight end, and defensive units — to build a team. Click on a player and, presto, you see highlights of every one of his plays that scored a fantasy point, using the NFL.com scoring system.

Pascarella sits back and smiles as a visitor clicks through the menu, seeing highlights — which load instantly — stopping, pausing, and replaying at will, as if it were a show saved on a DVR or TiVo unit. The difference: The system builds the program to your specifications. Instantly.

Gotulit's technology uses the NFL highlights and overlays its technology to provide graphics, scoring updates, and personal menus.

Even if you're not a fantasy player but interested in a former Patriot player, two or three clicks finds the appropriate

highlight package from their most recent game . . . or all of their games this year.

"If you're playing — no matter what the amount [you pay] — you tend to stay involved with your team," said Sportsline's Alex Rietmiller. "I think people playing in the free leagues get frustrated if some members don't stay up to date and enter their weekend lineup on time."

One league that's playing for money is Sportsline's "Gridiron Guru League." It's a 14-player celebrity league with the likes of CBS announcers Jim Nantz, Phil Simms, Boomer Esiason, Bonnie Bernstein, Dan Marino, Gus Johnson, Randy Cross, Brent Jones, Steve Tasker, Steve Cohen (Sirius), Tommy Tighe, and Clark Judge. Each is playing for a charity.

ESPN is considering reinstating its own celebrity game next year.

This season, the emphasis has been on a big preseason fantasy football special on ESPN, plus a special fantasy edition of ESPN the Magazine, and special content for its ESPN360 broadband site and for ESPN Radio. Locally, ESPN Boston radio (900-AM) has had a Wednesday night fantasy show with Mike Antomellis and Bob Halloran.

Fantasy football is far from the real thing; the only hits these players take are to their egos.

And it certainly doesn't reflect the team-first attitude of the league's reigning champion Patriots. The fantasy game is all about individual stats.

But the numbers fantasy games generate show it's a serious business.

5th-graders get to grill Lions

Detroit class ready with sharp queries

By CHASTITY PRATT
FREE PRESS EDUCATION WRITER

The speakers who visited fifth-graders Thursday at Malcolm X Academy in Detroit held the class in rapt attention.

The first, a tall and beefy man, answered students' touchy questions with a smile.

The other one, a shorter, stocky man, spoke in a teacher-like voice, asking the class at one point, "Does anyone know what responsibility is?"

The children were enthralled partly because these were no ordinary career day speakers—the class was treated to a visit from Detroit Lions offensive tackle Jeff Backus and

fullback Cory Schlesinger as part of Stay Cool in School. It's an initiative sponsored by Players Inc., a subsidiary of the NFL Players Association.

About 11,000 Detroit students have participated in the program. It provides lesson plans, trading cards and school supplies to support teaching math, language arts and geography in Super Bowl cities.

Students who wrote the best 200-word essays, titled "My Winning Moment," won a visit with the Lions players for their classes.

The Malcolm X Academy students grilled their visitors on everything from their high

school athletic careers to their feelings about former Lions coach Steve Mariucci.

"When you got drafted, how did it feel and what was the first thing you bought?" one asked.

"If you got injured, what would you do for a job?" another asked.

"How do you feel now that your old coach is gone?" asked Cydni Robinson, 10.

"Do you dislike playing sometimes?" asked Moriah Heath, 10.

For the briefest moment, the players hesitated.

"It's not that we dislike it; sometimes we're disappointed," Backus responded.

"It's not fun to lose," Schlesinger said.

The Lions were 6-11 this season. As for Mariucci, Backus said: "We felt bad because he lost his job. We have to deal with it whether we like it or not; that's part of the working world."

Schlesinger was a natural, sounding more like a kindly kindergarten teacher than a rugged fullback as he fielded questions. He told students he intends to be a teacher when he finishes football. He even squeezed into a kid-size Lions helmet, setting off giggles.

Ten-year-old Maya Miller wrote the winning essay at Malcolm X. The class also received T-shirts, miniature footballs and a pizza party. She said she

wrote about winning a black history trivia contest last year at the academy, which is an African-centered school.

Maya was dwarfed by the football players as they stood with her for photographs, and she beamed, almost speechless, afterward. "I'm very happy, excited," she said.

The Lions' Boss Bailey, Kelly Butler, Jared DeVries, Jason Hanson, Terrence Holt, Wali Rainer, Cory Redding, Victor Rogers and Keith Smith, and former Lion Herman Moore, also were scheduled for visits among 15 Detroit schools Thursday and today.

Contact CHASTITY PRATT at (313) 223-4637 or pratt@freepress.com



RICHARD LEE/Detroit Free Press

Anthony Ward, 10, holds a souvenir helmet he got from a Lions game as he gets a close-up look at two players Thursday at school.



Smile! Malcolm X Academy fifth-grader Javon Johnson poses with Lions tackle Jeff Backus as classmate Ambrose Paul snaps the photo Thursday at school. Joshua Robison stays out of the way. The Lions' Cory Schlesinger, left, chats up some other students.

ADWEEK

"FCB, Coors Toast Dads"

June 27, 2005

By Mike Belrne

CHICAGO Coors attempts to appeal to Dad's responsible side----like teaching their children about the ills of underage drinking--in a new campaign from Interpublic Group's Foote Cone & Belding here.

A new television spot, breaking this week for the Molson Coors unit, depicts NFL greats like Barry Sanders, Troy Aikman, Marcus Allen and John Elway among a mob of autograph-seekers chasing a regular guy named Bob. The former players are in awe of Bob's parenting skills and cite fatherly accomplishments like teaching his son to drive, cooking for his family and devoting time to them.

The ad is part of MVParents, a national program which will include a Web site, POP, and community outreach through Coors distributors to help parents address underage drinking by nurturing their children. Golden, Co.-based Coors is partnering with **Players Inc.**, the NFL Players Association's licensing and marketing arm, and the Search Institute, a nonprofit organization that provides leadership and resources for promoting healthy children and communities.

"Today, there aren't many parenting tools geared to fathers," said Frits van Paasschen, Coors president and ceo. "With MVParents we think Coors has a great chance to talk to dads, and all parents, about preventing underage drinking."

The 30-second spot will air through December 18 during sports and entertainment programming. Spending was not disclosed. Coors spent \$75 million on advertising last year, and more than \$40 million during the first three months of 2005, according to Nielsen Monitor-Plus.

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JUNE 24, 2005



Bacon's



Photo

NFL rookies smile and say cheese in L.A.

BY GERRY ANEROSTON

The football card season becomes as hot as the weather was May 28-29 in Los Angeles during the Rookie Photo Shoot Presented by EA Sports. When the market will be in flux.

With the summer of trading 90 leagues with days 280 top NFL draft picks left to go, this weekend is a great time for fans to purchase important pieces during the season. The Rookie Photo Shoot Presented by EA Sports Playoff and Upper Deck used the opportunity to secure these photos before autographs had to be used for just about every NFL pick announced in 2005.

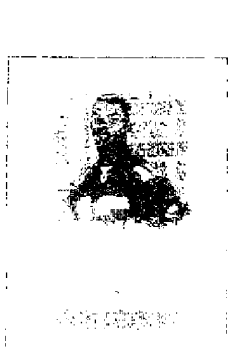
"If the weather is in our favor, we are in for a great year," said Ronny Beardsley, executive vice president of trading cards and memorabilia for **Players Inc.**, which hosted the 11th annual event. "The guys are training and bearing down in the heat of the day, the trading card companies are getting excited that they need out of it. It's been a great group of guys and despite the humidity, along the way, all have done well."

Los Angeles' overall pick number one, Smith in San Francisco, the group consisted of 12 first round picks. But the first bumps came along just before the start of the shoot. "I had a few minutes to use, probably 15 minutes to a maximum, probably 10 minutes. Then, my brother, general pick Cedric Benson of Denver, left to see his wife. Mike Williams of Detroit, quarterback Aaron Rodgers of Green Bay, and cornerback Heath Miller of Pittsburgh all flew out of the airport. So, you apparently have a few minutes to get the shot and Benson stayed at the house after the Bears' first training camp. He had a full set of 100 special photos and will be available to Photos for the three players who missed the shoot."

"It was important that they could not miss it and they were quite satisfied with our arrangements and they were all disappointed, but the event was fun and successful. The card companies will get the photos in a couple of days and the autographs as well." The collection can expect to see more late printed cards in 2005 since it's these cards that are the most in demand. The maximum number of cards in the cards with company's only depend from the NFL's own player who attended the shoot. In the end, the world's most famous sports photographer, Robert Schickel, will be the one to take the photos.



The 2005 Topps Rookie Premiere Autograph cards (lower left) and the Duo Autograph card (left) were created after many of the top NFL rookies came together on May 28-29 in Los Angeles.



than doubling the total team 2005.

"We still want this event to be about the photography, but we understand how important the autographs are to each licensee so we increased the total again, this year," said Beardsley.

This event will also feature national exposure this summer thanks to the involvement of the NFL Network. Over the last five years, a one-hour special about the Rookie Photo Shoot has aired on Fox Sports, but this year the NFL Network will feature a special one-hour show on July that

will feature interviews with the top rookies from the event. Rich Rosen, Sporting Sharpie, and Terrell Davis are welcome when it comes to the players' agent's insistence on the league's signature network.

"We were pleased with the TV show we did in our last year, so along with the NFL Network, we had to be prepared that autographs we believe the show will be incredibly unique and have that one football fan that we always wanted to establish. I added that last night, 'Bringing it to the NFL Network is this event has just this'."

Here's a look at the top rookies who took away from the Rookie Premiere.

Topps: new company Topps took credit for most of each rookie in Philly and had anticipate 10 cards making up their the new day. The Rookie Premiere Auto-graphs will be inserted in a 2006 Topps Football which comes out next July. Along with a complete set of auto cards and autographed cards, Topps also produced the autographs, cards and game Autographed cards. The Duo Autograph card, also an exclusive to the EA Sports Playoff and Upper Deck, will be one of the most sought after cards.

four signatures of top rookies. The inserts will highlight the 2005 anniversary release of Topps football with each rookie starting. Each of these cards is not ink with the rookies' Happy 50th.

"It's an exciting group of guys who will help ease the public's fears, and greater heights after last year's situation was a total disaster," said EA Sports spokesman for Topps. "It's a great opportunity to see 50th anniversary."

Deuces Playoff Trading Card offers a chance for studio shots at the event and passed along to the Topps will see the first results of the shoot in our July with the release of Absolute Memorabilia. Look for Topps' Jack Jersey cards, the game out and Hidden Gems. Deuces Playoff Home shortly after the Deuces Playoff also obtained complete autographed footballs and helmets for professional news later in the season. "This was a great event. It was a should make an immediate impact on the football card hobby," said Tom Shelton, spokesman for Deuces Playoff. "It's a mix of characters and I really look forward to seeing these photos on cards. This is a great rookie card, and as successful as last year was, I think we have a good chance to be just as successful this year."

Upper Deck: The company that first introduced the photo shoot in 1994 kept the rookies busy on camera with eight stations including the custom of helmet cards for the 2005 team, eight years. This was the first

experience for the rookies. "I'd grown up in a family that they were excited to see how the process was developed on site. The Indianapolis area of the NFL had later this year Upper Deck also had the event with autographs, event used memorabilia and photos that will first be included in the first set of Upper Deck football cards July.

"The immediate future of the football card market was so bright in the days before the war for the photo shoot. It's very encouraging with what the market did last year, and Ben Bowles, owner and general manager of the event, will also Smith Gray of, Edwards and the other trading cards that sales will be coming from this event," said Goodstein. "We hope the market will be hot and will continue to grow. All the new releases can start at the same time to start."

Greg Anderson is a writer for Fantasy Sports Magazine, Sports Illustrated, Baseball Cards Magazine.

CardTrade

10 YEARS

OFFICIAL TRADE JOURNAL OF THE SPORTS COLLECTIBLE INDUSTRY

Record participation for NFL Player of the Day promotion

A record 620-plus card stores are participating in this year's NFL Player of the Day hobby shop promotion, including more than 100 first-time participants.

"It works well for two reasons: One, it helps with sell-through, and two, it brings people into the hobby stores and brings them back because it's a continuity program," said Richard Seidlitz, NFL director of licensing. "It's also totally turnkey for the stores; we do everything, all they need to do is put the materials up and run the program."

Prizes include cards from Donruss Playoff, Topps and Upper Deck; Wincraft player clocks; McFarlane figurines; NFL Extreme figurines by Mezco Toyz; PhotoFile player photos and NFLPOD T-shirts. Each store also gets a Grand Prize autographed card for one winner per store, and all who enter are eligible for a national grand prize - spending a day with an NFL player.

One of the new elements is that the NFLPOD exclusive card sets available as prizes have been limited to a run of 3,000 sets. In addition, each of three players (Brady, Manning, Vick) also have a parallel card numbered 1 of 250 randomly seeded. Each store gets four sets for weekly prizes.

Joshua Goodstadt, Players Inc assistant VP/trading cards and collectibles, said hobby stores love the program. "We've had requests come in from Israel," he said. "Unfortunately, they couldn't participate because of laws, but this has been a pretty exciting program. One of the reasons why it works so well is it's easy to implement. It taps into the excitement of the beginning of the season. For a hobby store, there's no cost and the implementation is very easy."

APPENDIX F

**Wheel of Fortune NFL Players Week
Ratings**



Wheel of Fortune's NFL Players Week Delivered Viewers

- During the NFL Players Week (1/23-1/27/06), Wheel of Fortune delivered an average of 14,342,000 viewers. Among the key demographics, NFL Players Week delivered 1,669,000 Men 25-54 and 2,504,000 Women 25-54
- Wheel of Fortune delivered more total viewers than any other program in syndication

<u>Program</u>	<u>Total Viewers</u>
WHEEL OF FORTUNE	14,342,000
Jeopardy!	11,086,000
Everybody Loves Raymond	9,869,000
Oprah Winfrey	9,189,000
Seinfeld	8,879,000
Seinfeld-Weekend	7,718,000
Friends	7,463,000
CSI	7,297,000
Entertainment Tonight	7,201,000
Wheel of Fortune-wknd	7,111,000
That '70s Show	7,096,000
Judge Judy	6,925,000
Dr. Phil	6,705,000
Everybody Loves Raymond	5,725,000
Inside Edition	5,027,000
Entertainment Tonight	4,708,000
Millionaire	4,615,000
Judge Joe Brown	4,529,000

Source: NSS, AA% (000s); 1/23-1/29/06

Wheel of Fortune's NFL Players Week Delivered Viewers

- Wheel of Fortune delivered 1,669,000 Men 25-54, delivering more key Men than 96% of all syndicated programs.

<u>Program</u>	<u>Men 25-54</u>
WHEEL OF FORTUNE	1,669,000
C.S.I.	1,550,000
Jeopardy	1,502,000
Everybody-Raymond	1,206,000
Entertainment Tonight	1,104,000
Warner Bros. Vol 37	1,092,000
That '70s Show	1,080,000
King of Queens	1,077,000
King of the Hill	1,070,000
Cops	1,021,000
Universal Features One	1,016,000
Judge Judy	906,000
Malcolm In the Middle	871,000
Oprah Winfrey	860,000
Stargate SG-1	854,000
King of Queens-wknd	849,000
Entertainment Tonight	849,000
Wheel of Fortune-wknd	841,000
24	818,000
Alias	802,000

- Wheel of Fortune delivered more viewers than 99% of all programs, network or cable, including Desperate Housewives and 24

<u>Program</u>	<u>Total Viewers</u>
WHEEL OF FORTUNE	14,342,000
60 Minutes	14,180,000
24	14,080,000
Dancing With Stars-Results Show	13,953,000
Desperate Housewives	13,880,000
Numb3rs	13,209,000
Boston Legal	12,825,000
CBS Sunday Movie	12,573,000
Ghost Whisperer	11,595,000
King of Queens	11,413,000
Medium	11,407,000
Bones	11,324,000
Crossing Jordan	11,200,000
Law and Order	10,874,000
America's Funniest Home Videos	10,851,000
Las Vegas	10,847,000
Skating With Celebrities	10,826,000
How I Met Your Mother	10,819,000
Law and Order: Criminal Intent	10,754,000
Close to Home	10,707,000
Crumbs	10,700,000
My Name is Earl	10,383,000

Source: NSS, AA% (000s); 1/23-1/29/06

Wheel of Fortune's NFL Players Week Delivered Viewers

- Wheel of Fortune delivered more viewers than top network reality programming, including Dancing With the Stars-Results Show (14.0 million), Skating With Celebrities (10.8 million) and Wife Swap (10.1 million)
- Wheel of Fortune delivered more viewers than top network prime time news magazines, including 60 Minutes (14.1 million), Dateline Sunday (8.9 million) and Primetime (8.7 million)
- Wheel of Fortune outperformed all network soaps, evening news programs and late night talk shows
- Wheel of Fortune delivered more viewers than Leno, Letterman, Conan and Carson Daly combined (13.9 million)
- Wheel of Fortune delivered more viewers than any of the network prime time averages

<u>Program</u>	<u>Total Viewers</u>
WHEEL OF FORTUNE	14,342,000
CBS Prime	13,305,000
FOX Prime	11,130,000
ABC Prime	10,824,000
NBC Prime	8,112,000
WB Prime	2,771,000
UPN Prime	2,093,000

- Wheel of Fortune delivered 2,504,000 Women 25-54, delivering more key Women than 98% of all syndicated programs.

<u>Program</u>	<u>Women 25-54</u>
WHEEL OF FORTUNE	2,504,000
Friends	2,441,000
Seinfeld	2,364,000
Entertainment Tonight	2,330,000
Seinfeld-wknd	2,191,000
C.S.I.	2,066,000
Dr. Phil	1,975,000
Jeopardy!	1,813,000
That '70s Show	1,788,000
Judge Judy	1,680,000
Everybody Loves Raymond	1,488,000
King of Queens	1,378,000
Inside Edition	1,262,000
Access Hollywood	1,217,000
Live With Regis & Kelly	1,216,000
Entertainment Tonight-wknd	1,196,000
Sex And the City	1,193,000
Ellen DeGeneres	1,186,000
Will & Grace	1,186,000
Maury Povich	1,185,000
24	1,086,000

Source: NSS, AA% (000s); 1/23-1/29/06

APPENDIX G
Staff Directory



PLAYERS INC

2021 L Street NW
Suite 500
Washington, DC 20036
Phone: (202) 496-2860
(800) 372-5535
Fax: (202) 296-3486

BOARD OF DIRECTORS

Gene Upshaw, Chairman	202-463-2212
Doug Allen, President	202-463-2215
Pat Allen, Executive Vice President and Chief Operating Officer	202-496-2870
Steve Saxon, Member, Board of Directors	202-857-0620
Marvin Zimmerman, Member, Board of Directors	847-498-4624

PLAYERS INC STAFF

Executive/Operations

Pat Allen, Executive Vice President and Chief Operating Officer	202-496-2870
Jolynn MacCarty, Administrative Assistant	202-496-2887
Clay Walker, Senior Vice President	202-496-2871
Matt Holt, Licensing Assistant	202-496-2898
Pamela Adolph, Vice President, Apparel and Operations	202-496-2861
Ryan Kees, Operations Manager	202-496-2875
Michael Green, Senior Office Assistant	202-496-2882
Adele Dodson, Office Assistant/Receptionist	202-496-2860

Business Affairs

Joe Nahra, Staff Counsel	202-463-2240
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Communications

Lara Potter, Assistant Vice President, Communications	202-496-2885
Veronica Jenkins, Graphic Design Manager	202-496-2892
Joanna Comfort, Communications Assistant	202-463-2214

Retail Licensing

Pam Adolph, Assistant Vice President, Apparel and Operation	202-496-2861
Nicole Krzesny, Licensing Assistant	202-496-2862
Josh Goodstadt, Assistant Vice President, Trading Cards and Collectibles	202-496-2276
Karen Bush, Licensing Manager, Trading Cards and Collectibles	202-496-2874
Kelly Skubick, Administrative Assistant	202-496-2883
LaShun Lawson, Assistant Vice President, Multimedia and Interactive	202-496-2865
Matt Holt, Licensing Assistant	202-496-2898



Corporate Marketing

Dawn Ridley, Vice President, Corporate Marketing and Business Development	202-496-2873
Allison Tucker, Assistant Vice President, Corporate Marketing	202-496-2864
Stephen Goodman, Corporate Marketing Manager	202-496-2863
Todd Kline, Corporate Marketing Manager	202-496-2897
Amy Maestas, Corporate Marketing Coordinator	202-496-2893
Jolynn MacCarty, Administrative Assistant	202-496-2887

Player Marketing

Howard Skall, Vice President, Player Marketing	202-496-2867
Angela Manolakas, Assistant Vice President, Player Marketing	202-496-2868
Seth Wyman, Player Marketing Manager	202-496-2891
Muncer Moore, Player Marketing Manager	202-756-1116
Paul Williams, Player Marketing Manager	202-496-2866
Doug Airel, Player Marketing Coordinator	202-496-2878
Marisa Sandler, Administrative Assistant	202-496-2894
Amanda Shank, Administrative Assistant	202-463-1285

Internet

Doug Ramsay, Assistant Vice President, NFLPLAYERS.COM	202-496-2879
Michael Donnelly, Editor, NFLPLAYERS.COM	202-496-2895

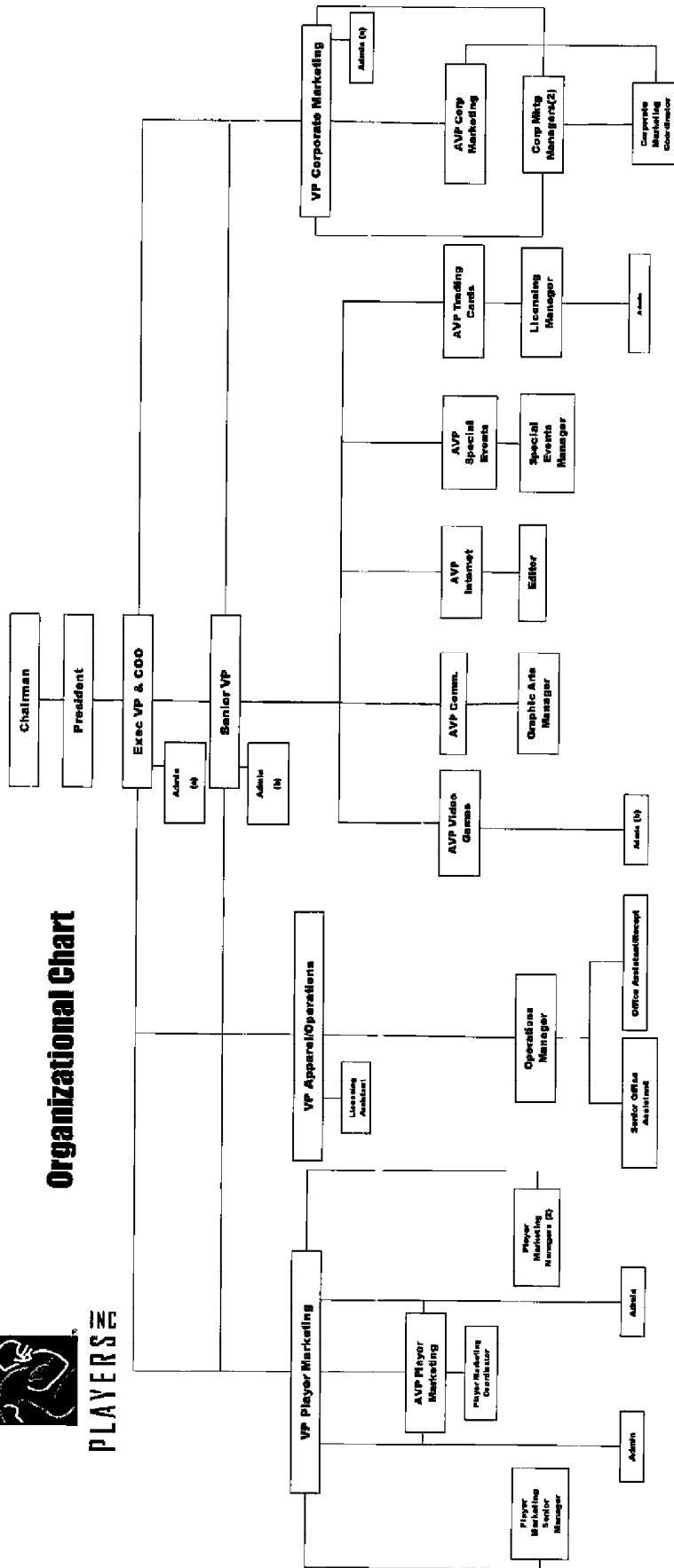
Special Events

Felice Jones, Assistant Vice President, Special Events	202-496-2876
Danika Rainer, Special Events Manager	202-496-2877

APPENDIX H
Organizational Chart



Organizational Chart



10/04

APPENDIX I
Equal Share Royalty History

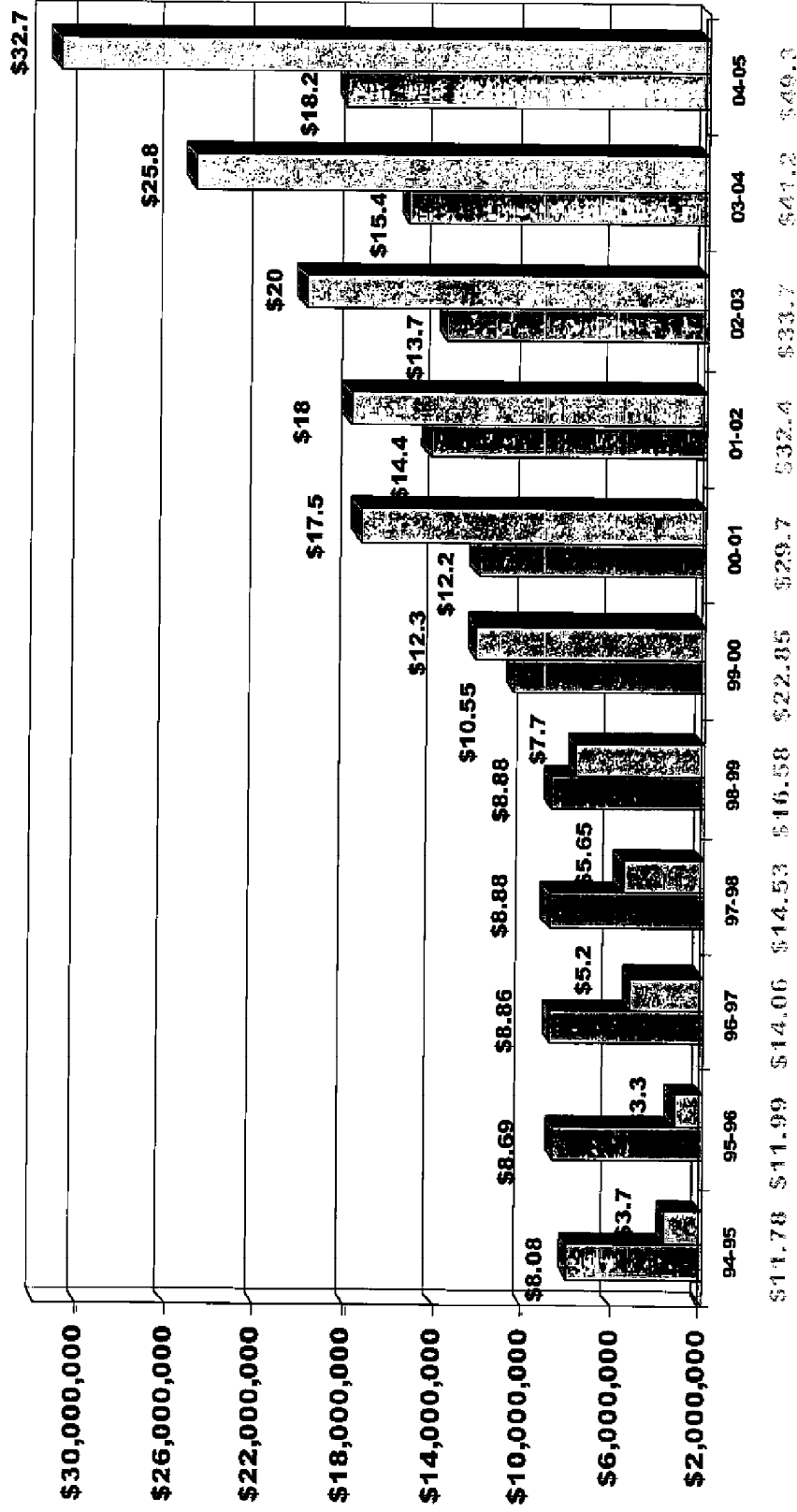
**PLAYERS INC
 EQUAL SHARE ROYALTIERS
 ACTIVE PLAYERS**

Year Paid	Season	Amount of Check *	Total # Paid*	Total \$ Paid Out
9/95	1994	\$4,100	2087	\$8,079,300
9/96	1995	\$4,700	1957	\$8,687,300
9/97	1996	\$4,376	2158	\$8,859,360
9/98	1997	\$4,333	2191	\$8,876,998
9/99	1998	\$4,352	2155	\$8,781,904
9/00	1999	\$5,012	2243	\$10,553,888
9/01	2000	\$5,533	2339	\$12,180,143
9/02	2001	\$6,500	2383	\$14,428,000
9/03	2002	\$6,100	2230	\$13,772,000
9/04	2003	\$6,625	2292	\$15,401,500
9/05	2004	\$7,500	2322	\$17,701,000

* Adjusted for checks for non-royal players. Total amount paid to all players is \$177,010,000. Total paid to non-royal players is \$17,701,000.

APPENDIX J
Total Payments to Players

**PLAYERS INC
TOTAL PAYMENTS TO NFL PLAYERS**



Equal Share Royalty Pool

Premium Royalties, Appearance and Other Fees Paid Directly to Players