

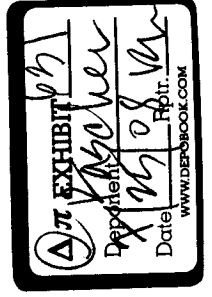
Exhibit 5

To the Declaration of Jason Clark

Regression Statistics	
Multiple R	0.823754435
R Square	0.678571369
Adjusted R Square	0.64148345
Standard Error	4.360614917
Observations	30

ANOVA					
	df	SS	MS	F	Significance F
Regression	3	1043.709878	347.9032925	18.29629132	1.36998E-06
Residual	26	494.3890239	19.01496246		
Total	29	1538.098901			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	37.21317365	4.337328929	8.579744414	4.64765E-09	28.29766644	46.12868086	28.29766644	46.12868086
avgwins	-2.382465555	0.535358465	-4.450224873	0.000143444	-3.482910628	-1.282020482	-3.482910628	-1.282020482
TotSBwins	-2.180023301	0.840284752	-2.594386362	0.015366327	-3.907253329	-0.452793273	-3.907253329	-0.452793273
1990Pop	-3.35538E-07	1.7087E-07	-1.963709541	0.060341164	-6.86766E-07	1.56892E-08	-6.86766E-07	1.56892E-08



Data for Regression Analysis

avglic	avgwins	TotSBwins	1990 Population
2.625	12.25	3	6,277,523
6.5	8.125	1	8,239,820
20	5.75	0	1,817,542
12.375	10.625	0	1,189,340
18.5	9.125	0	1,980,140
13.57143	6.857143	0	2,859,662
27.125	5.375	0	2,067,959
27.25	5.5	0	2,238,498
23.75	7.875	0	2,498,016
12.25	10.125	1	1,582,874
24.75	6.875	1	1,380,491
3.875	9.75	2	4,037,282
6.375	9.375	2	3,192,725
9.875	9.625	0	5,893,019
17.75	6.125	0	2,959,500
6.75	8.75	1	19,566,968
15.25	6.5	0	906,727
19.25	5	1	19,566,968
18	8	0	5,187,171
23.75	8.5	0	3,731,014
10.625	8.875	2	194,594
8.5	9.5	0	1,161,546
19	5.75	0	5,455,535
3.375	8.75	3	6,277,523
20.625	5.875	0	14,531,529
9.875	8.125	2	6,726,395
20.75	8.125	0	1,285,262
21.875	6.5	0	2,970,300
9.25	9.75	4	2,394,811
13.25	8.875	0	2,538,776

Sources:

<http://www.census.gov/popest/archives/1990s/MA-99-01.txt>;

<http://www.pro-football-reference.com/years/>.

Team Licensing Business

team_num	rank	year	wins	lag_wins	redskins	chiefs	avglc	TotSBwins	avgwins	1990 Population	avglagwins	team	Depken
1	1	3	1989	14	10	0	0	2.625	3	12.25	6277523	12 49ers	1.03539
1	1	2	1990	14	14	0	0					49ers	
1	1	2	1991	10	14	0	0					49ers	
1	1	4	1992	14	10	0	0					49ers	
1	1	3	1993	10	14	0	0					49ers	
1	1	2	1994	13	10	0	0					49ers	
1	1	2	1995	11	13	0	0					49ers	
1	1	3	1996	12	11	0	0					49ers	
2	2	1	1989	6	12	0	0	6.5	1	8.125	8239820	8.75 Bears	1.04894
2	2	3	1990	11	6	0	0					Bears	
2	2	4	1991	11	11	0	0					Bears	
2	2	5	1992	5	11	0	0					Bears	
2	2	10	1993	7	5	0	0					Bears	
2	2	11	1994	9	7	0	0					Bears	
2	2	9	1995	9	9	0	0					Bears	
2	2	9	1996	7	9	0	0					Bears	
3	3	19	1989	8	12	0	0	20	0	5.75	1817542	6.25 Bengals	1.05053
3	3	6	1990	9	8	0	0					Bengals	
3	3	11	1991	3	9	0	0					Bengals	
3	3	21	1992	5	3	0	0					Bengals	
3	3	25	1993	3	5	0	0					Bengals	
3	3	27	1994	3	3	0	0					Bengals	
3	3	27	1995	7	3	0	0					Bengals	
3	3	24	1996	8	7	0	0					Bengals	
4	4	17	1989	9	12	0	0	12.375	0	10.625	1189340	10.875 Bills	1.06827
4	4	12	1990	13	9	0	0					Bills	
4	4	6	1991	13	13	0	0					Bills	
4	4	6	1992	11	13	0	0					Bills	
4	4	11	1993	12	11	0	0					Bills	
4	4	14	1994	7	12	0	0					Bills	
4	4	19	1995	10	7	0	0					Bills	
4	4	14	1996	10	10	0	0					Bills	
5	5	14	1989	11	8	0	0	18.5	0	9.125	1980140	8.5 Broncos	1.06173
5	5	20	1990	5	11	0	0					Broncos	
5	5	20	1991	12	5	0	0					Broncos	
5	5	19	1992	8	12	0	0					Broncos	
5	5	20	1993	9	8	0	0					Broncos	

5	19	1994	7	9	0	0	0	13.57143	0	6.857143	2859662	7.571429	Browns	1.06683
5	21	1995	8	7	0	0	0						Browns	
5	15	1996	13	8	0	0	0						Browns	
6	5	1989	9	10	0	0	0						Browns	
6	11	1990	3	9	0	0	0						Browns	
6	16	1991	6	3	0	0	0						Browns	
6	17	1992	7	6	0	0	0						Browns	
6	18	1993	7	7	0	0	0						Browns	
6	16	1994	11	7	0	0	0						Browns	
6	12	1995	5	11	0	0	0						Browns	
7	25	1989	5	5	0	0	0	27.125	0	5.375	2067959	5.25	Buccaneer:	1.03198
7	26	1990	6	5	0	0	0						Buccaneers	
7	26	1991	3	6	0	0	0						Buccaneers	
7	24	1992	5	3	0	0	0						Buccaneers	
7	29	1993	5	5	0	0	0						Buccaneers	
7	30	1994	6	5	0	0	0						Buccaneers	
7	29	1995	7	6	0	0	0						Buccaneers	
7	28	1996	6	7	0	0	0						Buccaneers	
8	23	1989	5	7	0	0	0	27.25	0	5.5	2238498	5.5	Cardinals	1.0338
8	28	1990	5	5	0	0	0						Cardinals	
8	28	1991	4	5	0	0	0						Cardinals	
8	27	1992	4	4	0	0	0						Cardinals	
8	30	1993	7	4	0	0	0						Cardinals	
8	25	1994	8	7	0	0	0						Cardinals	
8	28	1995	4	8	0	0	0						Cardinals	
8	29	1996	7	4	0	0	0						Cardinals	
9	27	1989	6	6	0	0	0	23.75	0	7.875	2498016	7.625	Chargers	1.03664
9	27	1990	6	6	0	0	0						Chargers	
9	27	1991	4	6	0	0	0						Chargers	
9	25	1992	11	4	0	0	0						Chargers	
9	24	1993	8	11	0	0	0						Chargers	
9	20	1994	11	8	0	0	0						Chargers	
9	18	1995	9	11	0	0	0						Chargers	
9	22	1996	8	9	0	0	0						Chargers	
10	26	1989	8	4	0	0	0						Chargers	
10	25	1990	11	8	0	0	0	12.25	1	10.125	1582874	9.5	Chiefs	1.04898
10	12	1991	10	11	0	0	0						Chiefs	
10	11	1992	10	10	0	0	0						Chiefs	

10	9	1993	11	10	0	0	1	24.75	1	6.875	1380491	6.875	Colts	1.03743
10	3	1994	9	11	0	0	1						Chiefs	
10	6	1995	13	9	0	0	1						Chiefs	
10	6	1996	9	13	0	0	1						Chiefs	
11	22	1989	8	9	0	0	0	24.75	1	6.875	1380491	6.875	Colts	1.03743
11	23	1990	7	8	0	0	0						Colts	
11	24	1991	1	7	0	0	0						Colts	
11	28	1992	9	1	0	0	0						Colts	
11	28	1993	4	9	0	0	0						Colts	
11	29	1994	8	4	0	0	0						Colts	
11	24	1995	9	8	0	0	0						Colts	
11	20	1996	9	9	0	0	0						Colts	
12	13	1989	1	3	0	0	0	3.875	2	9.75	4037282	8.875	Cowboys	1.05785
12	5	1990	7	1	0	0	0						Cowboys	
12	8	1991	11	7	0	0	0						Cowboys	
12	1	1992	13	11	0	0	0						Cowboys	
12	1	1993	12	13	0	0	0						Cowboys	
12	1	1994	12	12	0	0	0						Cowboys	
12	1	1995	12	12	0	0	0						Cowboys	
12	1	1996	10	12	0	0	0						Cowboys	
13	11	1989	8	6	0	0	0	6.375	2	9.375	3192725	9.125	Dolphins	1.0479
13	9	1990	12	8	0	0	0						Dolphins	
13	7	1991	8	12	0	0	0						Dolphins	
13	8	1992	11	8	0	0	0						Dolphins	
13	4	1993	9	11	0	0	0						Dolphins	
13	4	1994	10	9	0	0	0						Dolphins	
13	3	1995	9	10	0	0	0						Dolphins	
13	5	1996	8	9	0	0	0						Dolphins	
14	10	1989	11	10	0	0	0	9.875	0	9.625	5893019	9.625	Eagles	1.06043
14	8	1990	10	11	0	0	0						Eagles	
14	9	1991	10	10	0	0	0						Eagles	
14	9	1992	11	10	0	0	0						Eagles	
14	7	1993	8	11	0	0	0						Eagles	
14	13	1994	7	8	0	0	0						Eagles	
14	15	1995	10	7	0	0	0						Eagles	
14	8	1996	10	10	0	0	0						Eagles	
15	15	1989	3	5	0	0	0	17.75	0	6.125	2959500	6.375	Falcons	1.03135
15	18	1990	5	3	0	0	0						Falcons	

30	16	1993	9	11	0	0	Vikings
30	9	1994	10	9	0	0	Vikings
30	16	1995	8	10	0	0	Vikings
30	16	1996	9	8	0	0	Vikings

corr -0.42064

[Source:
<http://www.census.gov/popest/archives/1990s/MA-99-01.txt>]