

# **EXHIBIT A**

To: Feffer, Andy[Andy.Feffer@nflplayers.com]  
Subject: FW: Hall of Fame  
Sent: Thur 11/1/2007 2:23:44 PM  
From: Nahra, Joe



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From: Clay Walker [mailto:cwalker@fantasysportsventures.com]  
Sent: Tuesday, February 20, 2007 1:27 PM  
To: Nahra, Joe  
Subject: RE: Hall of Fame

We never agreed to contribute \$100k towards the annual \$400k cost. This is about the 10<sup>th</sup> time that Paul Cairns has brought it up so perhaps he thinks repeating it will make it true. I specifically told Gary that Players Inc was not going to cover any of the cost and he said the NFL would make up the difference. I had that conversation with him on multiple occasions. For the record, this came up because Take Two went after retired players to create and "NFL" style videogame after we gave the exclusive to EA. I was able to forge this deal with the HOF that provides them with \$400k per year (which is significantly below market rate) in exchange for the HOF player rights. EA owes me a huge favor because that threat was enough to persuade Take Two to back off its plans, leaving EA as the only professional football videogame manufacturer out there.

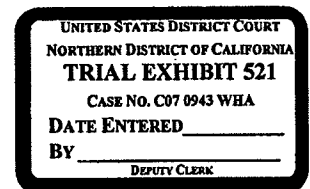
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From: Nahra, Joe [mailto:Joe.Nahra@nflplayers.com]  
Sent: Tuesday, February 20, 2007 9:28 AM  
To: Clay Walker  
Subject: FW: Hall of Fame

Can you please put your PI hat back on and provide some insight here?

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From: Cairns, Paul [mailto:pcairns@ea.com]  
Sent: Tuesday, February 20, 2007 7:18 AM  
To: Goodstadt, Joshua  
Cc: Nahra, Joe  
Subject: FW: Hall of Fame



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Hi Josh – really great to meet you finally in Miami. Hope you enjoyed the rest of the trip.

Dale Jackson told me that he had mentioned this issue of the license we have with the Hall of Fame? As you'll see from my note to Gary Gertzog below, the original agreement was that we would pay \$200K per year, with the NFL and Players Inc contributing \$100K each per year.

Clay hadn't wanted to include anything about a credit this in the main contract. When I went back through email this morning, I saw one from him where he was going to try and persuade Gary to provide the full \$200K credit. I don't know if he ever did anything about that. Gary is out till the end of the week so I can mention it to him. Obviously, we're just keen to ensure that we are only responsible for \$200K per year (although we ended up paying a little more than this to cover any new members inducted after our agreement). Copying in Joe also as he may remember this.

I'd be grateful for your thoughts on this. We paid the Hall of Fame the full \$400K last year and will be invoiced again by them for 2007 so I need to deal with it fairly soon.

Kind regards

Paul

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**From:** Cairns, Paul  
**Sent:** 19 February 2007 17:40  
**To:** 'Gertzog, Gary'  
**Subject:** Hall of Fame

Hi Gary

I hope you're well – it was good to see you in Miami for the Super Bowl.

I'm sure you'll recall the protracted discussions around the license with the Hall of Fame? One question has come up recently in connection with how the NFL and Players Inc should make their contribution to the overall cost. If you recall, the total fee was \$400K per year, with EA contributing \$200K and then the NFL and Players Inc putting in \$100K each.

At the time, Clay Walker refused to put anything in the contract which dealt with this, saying that we would sort this out separately. Obviously, Clay has now left although I'm not too concerned about this as I have plenty of emails from him on this. I will work this through with our contacts at Players Inc but I wanted to have your thoughts also. It would seem to be easiest to receive a credit or from other payments due but I don't really mind if there's another way that you'd prefer to handle it.

Many thanks

Paul

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To: Cairns, Paul[PCairns@ea.com]  
Cc: Nahra, Joe[Joe.Nahra@nflplayers.com]  
Subject: RE: London NFL Game  
Sent: Thur 11/1/2007 3:14:52 PM  
From: Feffer, Andy



Unfortunately, I am not in a position where I can assist you with this. I have exhaustively reviewed the issues with Clay, Joe (our counsel) and several others all who make very clear that there was never a commitment from us to pay the \$100,000 or any amount as part of this overall deal. In reviewing, I understand that the total payment to HOF is \$400,000. I can tell you that Clay and Joe's negotiation of these discounted terms was a significant contribution to EA as you more than likely would have paid in excess of \$1M for these rights without their involvement and assistance. While this might not satisfy your request for payment, I hope to convey to you the great value that was brought by us as part of securing this deal. I hope this finally resolves this issue and we can move forward to new initiatives with Madden 08. I look forward to catching up with you on your next trip to the States. Andy

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From: Cairns, Paul [mailto:PCairns@ea.com]  
Sent: Wednesday, October 31, 2007 1:19 PM  
To: Feffer, Andy  
Subject: RE: London NFL Game

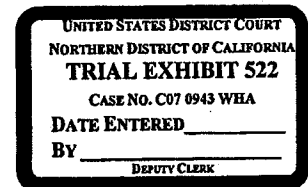
Hi Andy – sorry you missed the game in London. The game wasn't the best I've seen but the overall experience was pretty good.

To answer your other question, that is going exactly the way you predicted. Clay claims that it was all agreed with Gary that they would take on Players Inc.'s share and Gary claims not to know anything about it. The net result is that we get saddled with it. In the overall size of our license deals, it is a small proportion but it becomes a material amount for the development teams (who operate under very strict budgets) and who are now expected to find a further \$100K+ per year that they hadn't expected to pay.

Is there anything we can do here? It may sound like nothing but, within our industry, that's not insignificant. I pay much less than \$100K for entire leagues in other sports.

Many thanks

Paul



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**From:** Walker, Clay  
**Sent:** Wednesday, February 22, 2006 11:34 AM  
**To:** Cairns, Paul  
**CC:** Nahra, Joe  
**Subject:** RE: HOF

We definitely aren't going to require you to pay an additional price unless you choose to add players that didn't sign off on the original deal. You have the existing HOF players that responded to our letter for several years with no increase in cost. The per player price for most of these guys was tens of thousands of dollars less than what they were guaranteed by Take Two Interactive so it's a real coup that we were able to pull this off so cheaply. You have to remember that EA's total cost is only \$200,000 per year. We know that Take Two offered six figure deals to several former NFL players so the total cost is millions below market prices. That being said, we'll continue to go after the new inductees for the same price per player (around \$2,500) and I think we'll be successful. You aren't going to get Troy Aikman and Warren Moon from any other source for less than that.

Clay

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**From:** Cairns, Paul [mailto:pcairns@ea.com]  
**Sent:** Wednesday, February 22, 2006 2:23 PM  
**To:** Walker, Clay  
**Cc:** Nahra, Joe  
**Subject:** RE: HOF

I understand the rationale but this feels like an afterthought where we are then expected to pick up the cost. You know the complex background to this with the confusion around what games the players can be featured in and now these potential restrictions on marketing use. This feels like yet another piece of bad news and the development team will balk at having to pay yet more money for the license.

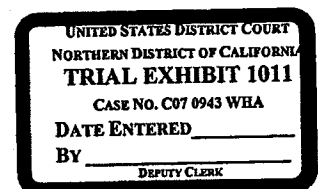
Paul

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**From:** Walker, Clay [mailto:Clay.Walker@nflplayers.com]  
**Sent:** 22 February 2006 10:38  
**To:** Cairns, Paul  
**Cc:** Nahra, Joe  
**Subject:** RE: HOF

That's a good point and it is not something that we discussed. The fees for the handful of new inductees should be minimal. The approach will be the same with the current members that have signed on-no individual deals, just one big group deal. They won't want to reduce the payouts to the guys that have signed on so you'll need to slightly increase your fee so that the new members that sign up don't dilute the pool for them.

Clay



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Sent: Wednesday, February 22, 2006 1:32 PM  
To: Walker, Clay  
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Subject: RE: HOF

Thanks Clay.

I just want to get them comfortable that we are not seeking to use these guys to endorse the game - we only want to feature them in a limited manner (and in a collective manner without highlighting any individual) to inform consumers that the feature is in the game.

We have amended the agreement to include Players Inc as a party.

One final commercial issue is that the HoF had suggested that the \$400K per year would only cover those players/coaches that were already enshrined by 2005 and that if they license any new enshrinees then that would trigger an additional fee. Was this ever discussed or does this sound like a new request? It will cause an issue with the team who have now budgeted for the set amount over the duration of the contract.

Thanks for your help - really appreciate it.

Regards

Paul

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From: Walker, Clay [mailto:Clay.Walker@nflplayers.com]  
Sent: 22 February 2006 10:21  
To: Cairns, Paul  
Cc: Nahra, Joe  
Subject: HOF

Paul: I'm leaving for Indianapolis in less than an hour but I am happy to follow up with the HOF regarding your request. I will let them know that we always allow screen shots of the active players on the boxes and so forth. We also need to finish up the three way agreement between us, EA and the HOF for these rights.

Clay Walker | Senior Vice President | PLAYERS INC | 2021 L St., NW Washington, DC 20036 |  
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**To:** Cairns, Paul[pcairns@ea.com]  
**Cc:** Nahra, Joe[/O=NFLPA/OU=NFLPA/CN=RECIPIENTS/CN=JNAHRA]  
**Subject:** RE: HOF  
**Sent:** Wed 2/22/2006 7:34:55 PM  
**From:** Walker, Clay

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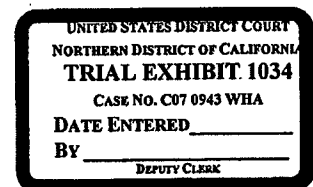
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