

kidsFoot Locker.

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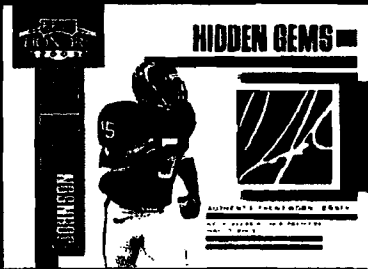
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Playoff Honors NFL Trading Cards, the brand you've covered since its award-winning debut in 2001, returns on a higher level in 2003.

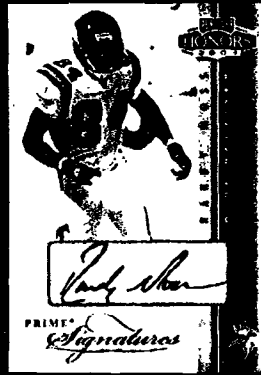


Honors, thy football card.

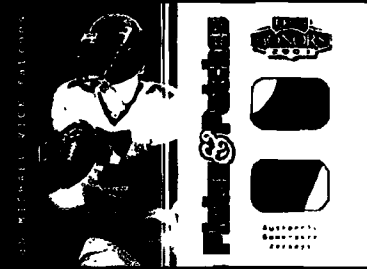
This otherworldly release delivers four numbered rookies and four autographs of memorabilia hits per two-mini-box tray on average, highlighted by:



Rookie Hidden Gems™ Autographs
 Honors' award-winning rookie and autograph series cards, limited to just 500.



Prime Signatures™
 Last season's wildly successful and already sell-out series featuring superstars and rookie autographs and Prime Cuts parallel to the set.



Plates & Patches™
 The cutting edge game-worn jerseys that feature pieces of memorabilia that fans can hold with pride, limited to just 500.



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APPENDIX E

Wheel of Fortune NFL Players Week
Ratings

Wheel of Fortune's NFL Players Week Delivered Viewers

- Wheel of Fortune NFL Players Week (1/5-1/11/04) delivered 15,950,000 total viewers and 5,800,000 men over age 18.
- Wheel of Fortune NFL Players Week delivered more total viewers than any other program in syndication:

<u>Program</u>	<u>Total Viewers</u>
Wheel of Fortune NFL Players Week	15,950,000
Jeopardy!	12,290,000
Seinfeld	11,510,000
Friends	11,450,000
Judge Judy	10,240,000
Seinfeld - Weekend	10,220,000
Everybody Loves Raymond	9,740,000
Entertainment Tonight	9,140,000
Oprah Winfrey	8,660,000
That '70s Show	7,220,000
Dr. Phil	6,870,000
Judge Joe Brown	6,560,000
Home Improvement	6,180,000
Wheel of Fortune - Weekend	6,130,000
Millionaire	5,760,000
Will & Grace	5,400,000
King of Queens	5,320,000
King of the Hill	5,310,000
Inside Edition	5,290,000

- Wheel of Fortune NFL Players Week delivered more Men than any other first-run program in syndication:

<u>Program</u>	<u>Men 18+</u>
Wheel of Fortune NFL Players Week	5,800,000
Seinfeld	5,180,000
Jeopardy!	4,830,000
Seinfeld - Weekend	4,640,000
Judge Judy	3,660,000
Friends	3,620,000
Everybody Loves Raymond	3,280,000
Entertainment Tonight	3,170,000
Judge Joe Brown	2,690,000
That '70s Show	2,670,000
Cops	2,270,000
Home Improvement	2,250,000
Wheel of Fortune - Weekend	1,990,000
King of the Hill	1,960,000
Oprah Winfrey	1,860,000
Inside Edition	1,780,000
Millionaire	1,770,000
King of Queens	1,760,000
Entertainment Tonight - Weekend	1,650,000
Divorce Court	1,600,000

Source: NSS/AA/GAA#: 1/5-1/11/04.

Wheel of Fortune's NFL Players Week Delivered Viewers

- Wheel of Fortune NFL Players Week delivered more viewers than 95% of all network programs, including Law & Order: SVU

<u>Program</u>	<u>Total Viewers</u>
Wheel of Fortune NFL Players Week	15,950,000
Law & Order SVU	15,360,000
Cold Case	15,200,000
Fear Factor	14,790,000
Navy NCIS	14,510,000
ABC Monday Night Movie of the Week	13,960,000
Still Standing	13,550,000
King of Queens	13,330,000
West Wing	13,290,000
Las Vegas	13,250,000
Yes, Dear	12,690,000
NBC Nightly News	12,570,000
Judging Amy	12,500,000
JAG	12,320,000
Joan of Arcadia	12,050,000
Dateline Friday	12,000,000
60 Minutes II	11,970,000
60 Minutes	11,860,000
Simple Life - Wednesday	11,810,000
Becker	11,680,000
Third Watch	11,670,000

- Wheel of Fortune NFL Players Week delivered more viewers than top network reality programming, including Fear Factor (1.8 million), The Simple Life (11.8 million), and Average Joe: Hawaii (9.6 million).
- Wheel of Fortune NFL Players Week delivered more viewers than top network prime time news magazines, including 60 Minutes II (12 million), 60 Minutes (11.9 million), and 48 Hours (10.6 million).
- Wheel of Fortune NFL Players Week outperformed all network soaps, evening news programs, and late night talk shows.
- Wheel of Fortune NFL Players Week delivered more viewers than Leno and Letterman combined (11.1 million).
- Wheel of Fortune NFL Players Week delivered more viewers than any of the network prime time averages:

<u>Program</u>	<u>Total Viewers</u>
Wheel of Fortune NFL Players Week	15,950,000
CBS Prime	14,350,000
NBC Prime	12,990,000
ABC Prime	9,340,000
FOX Prime	7,290,000
WB Prime	3,470,000
UPN Prime	3,270,000

Source: NSS/AJGAA#: 1/5-1/11/04.

APPENDIX F
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	202-498-4624

PLAYERS INC STAFF

Executive

Pat Allen, Executive Vice President and Chief Operating Officer	202-496-2870
Clay Walker, Senior Vice President	202-496-2871
Pat Linnen, Operations Manager	202-496-2875
Amy Maestas, Administrative Assistant	202-496-2893
Matt Holt, Administrative Assistant	202-496-2898
Michael Green, Senior Office Assistant	202-496-2882
Adele Dodson, Office Assistant/Receptionist	202-496-2860

Business Affairs

Joe Nabra, Staff Counsel	202-463-2240
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Communications

Christy Moran, Assistant Vice President	202-496-2885
Veronica Jenkins, Graphic Design Manager	202-496-2892

Apparel, Paper Goods and Novelties

Pam Adolph, Assistant Vice President	202-496-2861
Nicole Krzesny, Licensing Assistant	202-496-2862

Trading Cards and Collectibles

Josh Goodstadt, Assistant Vice President	202-496-2276
Karen Bush, Licensing Manager	202-496-2874
Emily Mulloy, Administrative Assistant	202-496-2883

Multimedia and Interactive

LaShun Lawson, Assistant Vice President	202-496-2865
Matt Holt, Administrative Assistant	202-496-2898

Corporate Marketing

Dawn Ridley, Vice President	202-496-2873
Allison Tucker, Assistant Vice President	202-496-2864
Stephen Goodman, Manager	202-496-2863

Player Marketing

Howard Skall, Vice President	202-496-2867
Angela Manolakas, Assistant Vice President	202-496-2868
David Suber, Senior Manager	202-496-2866
Seth Wyman, Manager	202-496-2891
Doug Airel, Administrative Assistant	202-496-2878
Becky Bostyan, Administrative Assistant	202-496-2894



Internet

Doug Ramsay, Assistant Vice President
Luke Sacks, Website Editor

202-496-287
202-496-2895

Special Events

Felice Jones, Assistant Vice President
Danika Rainer, Manager

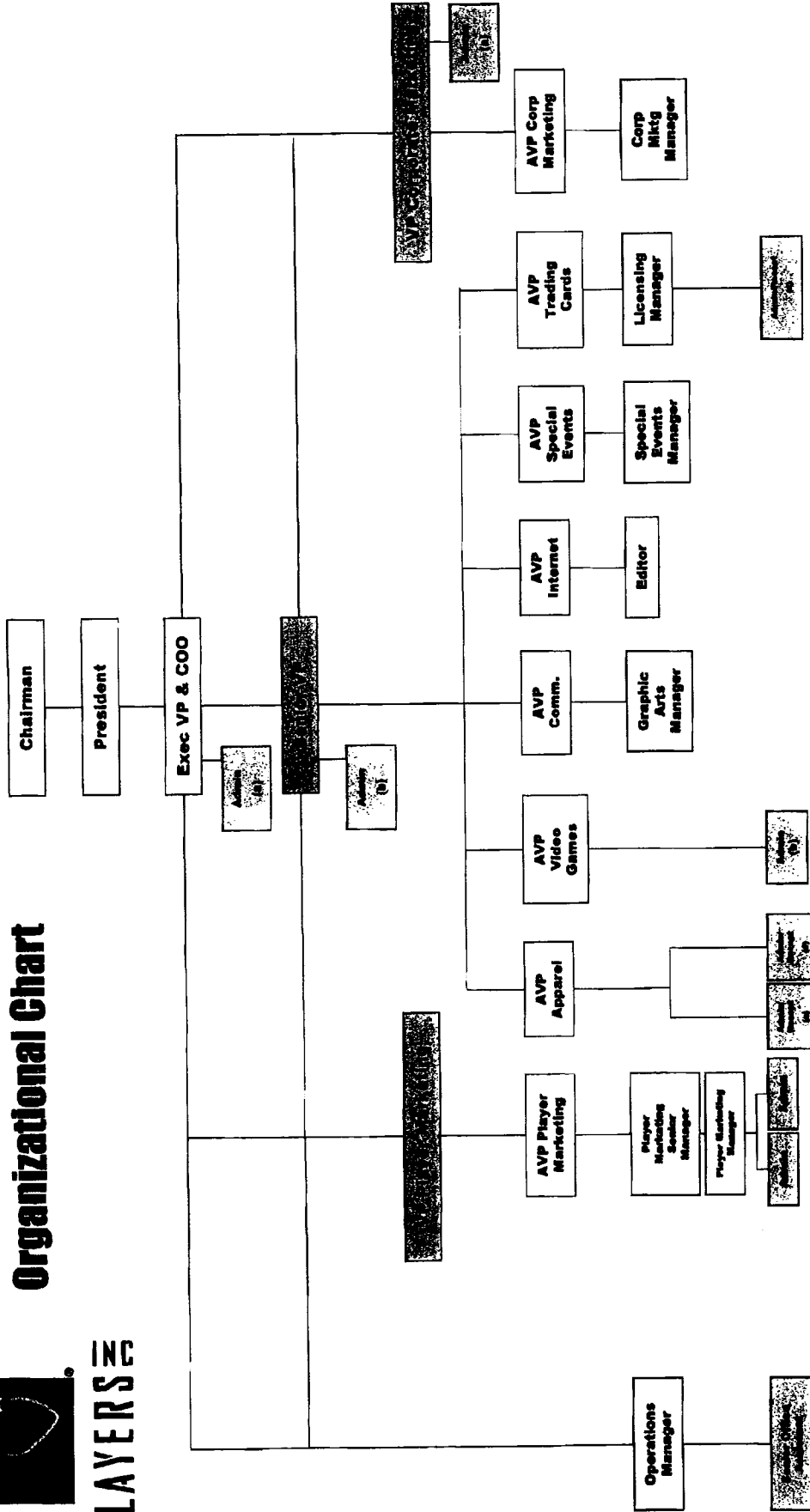
202-496-2876
202-496-2877

APPENDIX G
Organizational Chart



PLAYERS

Organizational Chart



APPENDIX H
Equal Share Royalty History

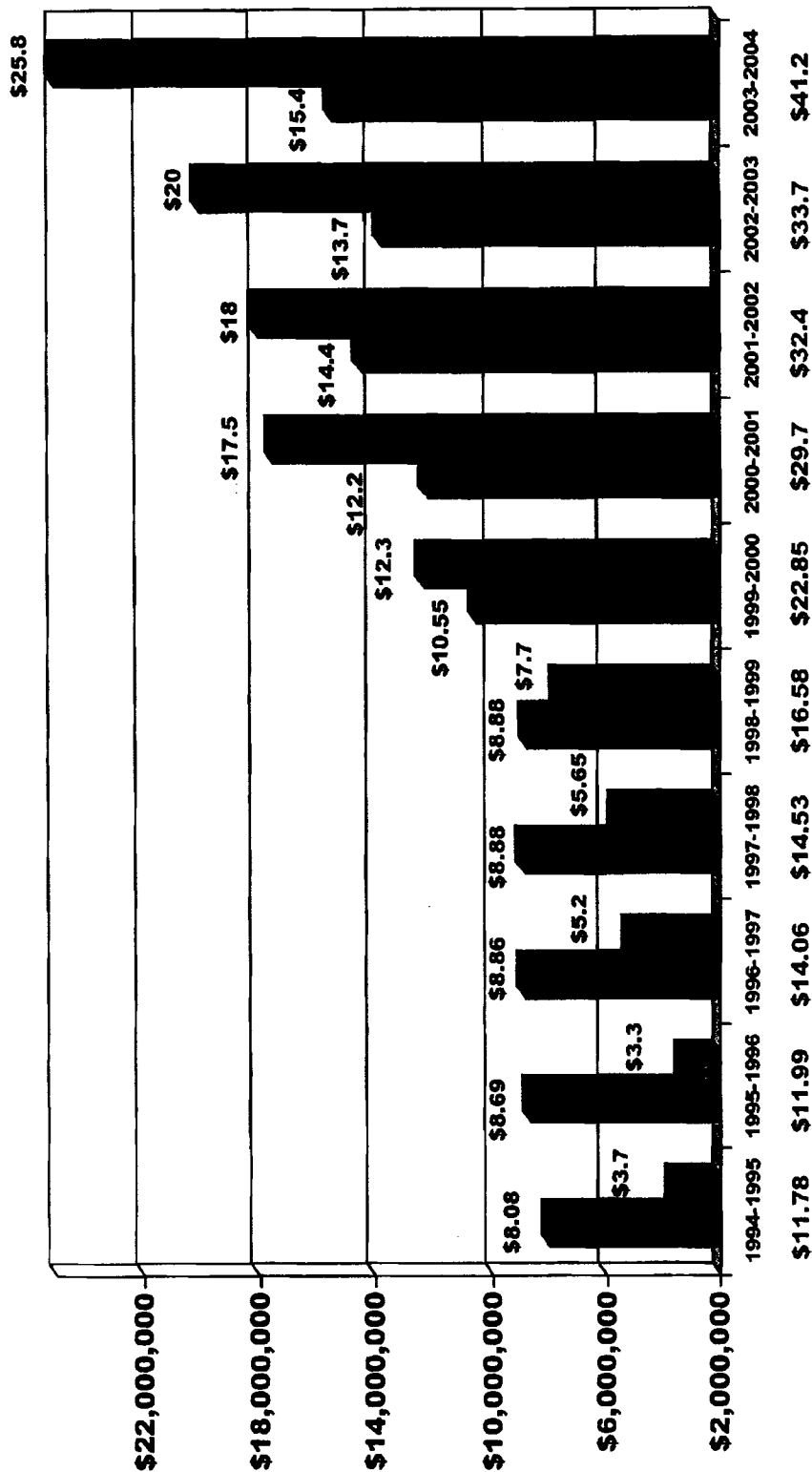
**PLAYERS INC
EQUAL SHARE ROYALTIES
ACTIVE PLAYERS**

Year Paid	Season	Amount of Check *	Total # Paid *	Total \$ Paid Out
9/95	1994	\$4,100.00	2087	\$8,079,300.00
9/96	1995	\$4,700.00	1957	\$8,687,300.00
9/97	1996	\$4,376.00	2158	\$8,859,360.00
9/98	1997	\$4,333.00	2191	\$8,876,998.00
9/99	1998	\$4,352.00	2155	\$8,781,904.00
9/00	1999	\$5,012.00	2243	\$10,553,888.00
9/01	2000	\$5,533.00	2339	\$12,180,143.00
9/02	2001	\$6,500.00	2383	\$14,428,000.00
9/03	2002	\$6,100.00	2230	\$13,772,000.00

***Amount of check for non-practice squad players only;
Total paid includes 150-200 Practice Squad each year at \$1000/player**

APPENDIX I
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