

## **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 a primary source for press covering sports marketing in general and the NFL in particular.

PLAYERS INC meets regularly with trade and consumer media to promote the brand and the players it represents. Press releases are issued regularly to announce licensing deals and new products, sports marketing trends, promotional campaigns with sponsors, and PLAYERS INC events and properties. We strive to educate the press to ensure 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 stages an annual photo shoot with players to develop artwork for a national corporate ad campaign. The ads appear in sports marketing trade publications, such as *Street & Smith's Sports Business Journal*, *Brandweek*, and *Promo* and the *PGA Tour Annual*. To mark PLAYERS INC's 10<sup>th</sup> year anniversary, one of the ads created celebrated the success and growth of the company.

PLAYERS INC develops a newsletter which is distributed three times a year to all current and retired players, licensees, agents and the media. The newsletter highlights company news, licensing updates, marketing efforts and event recaps. There is also a section devoted to featuring players in the community and spotlights of players, entrepreneurial efforts.

Specific coverage of PLAYERS INC's events and properties included:

### **NFL PLAYERS ROOKIE PREMIERE**

The 2004 NFL Players Rookie Premiere in Los Angeles was covered by several media outlets including NFL Network, local KCBS-TV 2, FOX Sports Radio, *Sports Illustrated for Kids*, *Los Angeles Times*, *Orange Country Register* and industry trade publications *Beckett Football Publication*, *Krause Publications* and an online publication called *TalkingSports.com*. Additionally, several of the rookies conducted interviews on the sets of FOX Sports Best Damn Sports Show and NFL Network.

### **NFL PLAYERS GRIDIRON GALA/THE JB AWARDS**

The Gridiron Gala held annually in Washington, DC honored NFL players with JB Awards for building better communities and stronger families. The event garnered local

coverage on WTTG Fox 5, WUSA TV-9, WRC TV-4, WCAU TV (Philadelphia), Comcast SportsNet, *Washington Post*, *USA Today*, *Richmond Times Dispatch* and the *Washingtonian* magazine. Mentions in regional outlets included the *Tampa Tribune*, *Pensacola News Journal*, *Detroit Free Press* and TV stations in Buffalo, Sioux Falls, SD; Shreveport, LA; and Hartford, CT. Additionally, a media partnership was formed with local Clear Channel stations WTEM 980 AM, WTNT 570 AM and WWRC 1260 AM, which ran promotions for the Gala.

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

The 9th annual NFL Players Week on Wheel of Fortune was once again one of the highest watched weeks among viewers. On-site coverage included sports and entertainment media outlets such as NFL Network, CBS Sports, the TV Guide Channel, *TV Guide*, *Sports Illustrated for Kids*, *Los Angeles Times*, *Orange County Register* and FOX Sports Radio.

NFL Network produced a 10-minute segment which aired on Total Access the Tuesday before the first show date on January 3.

Each outlet conducted interviews with the players and ran a story or mention in their respective outlets.

The electronic press kit with footage of each player was distributed to national media outlets, sports media, regional ABC affiliates and the NFL PR teams of each participating player. All 15 NFL teams posted a write-up and the press release on the team's website.

#### **SUPER BOWL XXXIX**

More than 50 active and retired NFL players conducted approximately 75 media interviews during Super Bowl week, garnering more than 20 million impressions. This figure reflects the total audience size for the NFL Network, FOX Sports Best Damn Sports Show, radio and television stations on-site at press conferences and the NFL Experience.

PLAYERS INC partnered with Jacksonville's Clear Channel sports talk station and outdoor signage company to promote NFL Player Mania. The radio partnership included recorded and live promotional spots and daily interviews with players leading up to Super Bowl week. The second component was the placement of 48 billboard advertisements surrounding the Jacksonville area.

Additionally, on-site media interviews were conducted at sponsor and charity press conferences throughout Super Bowl week, but are difficult to measure and therefore not reflected in the total number of impressions.

#### **PLAYERS INC/GENERAL**

PLAYERS INC received local, regional and national media coverage for national and regional promotions, sponsor programs, licensing and company news. Topics that were covered included the production of the Helmets Off television shows, the wireless

content provided by licensee THQ Wireless, the fantasy football phenomenon, Yahoo! Draft Me fantasy football promotion, the national rollout of the Stay Cool in School promotion, the exclusive licensing deal with EA Sports and staff announcements. In all, PLAYERS INC received coverage in more than 100 media outlets in 2004.

Over the past year, media coverage of the company's efforts included industry trade publications such as *SportsBusiness Journal*, *Sports Business Daily*, *License! Magazine* and *Promo Magazine* and *Beckett Publications*.

PLAYERS INC continues to be a resource for interviews, feature stories and information on NFL players. We coordinated interviews with NFL players and provided background information for many outlets throughout the year, including national media outlets such as the CNN, NFL Network, FOX Sports, ESPN, Cold Pizza, HBO Inside the NFL, *Wall Street Journal*, *USA Today* and *ESPN the Magazine*.

## **FY06 Projections**

**P**LAYERS INC continues to be a leader in the sports marketing industry with successful name-branded events, sponsorship programs and licensing partnerships. The media continues to learn about the role of PLAYERS INC, its properties and access to NFL players through frequent communication, established relationships and the distribution of news announcements. Using strategic media outreach, we will continue to position PLAYERS INC as a leader in sports marketing through our licensing properties, productions and events. We will continue to promote the off-the-field accomplishments of NFL players by working closely with NFL team community and public relations departments and through our own charitable efforts of NFL Players Charities. We will also continue to be actively involved in the communications initiatives of licensees, partnerships, corporate sponsors and the NFL.

## **NEW BUSINESS**

### **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'05 we generated 93 paid player opportunities for \$415,000, compared to 85 for \$290,000 in FY '04. Also, an additional \$41,000 was generated in commissions to PLAYERS INC. Twenty participating companies included Get Motivated Seminars, TSE Sports, Sharpies, Hardees, Sears and The Hecht Company.

### **NFL NETWORK**

PLAYERS INC will collaborate with the NFL Network this year to produce the NFL Players Rookie Premiere. For the last few years the show has been broadcast on Fox Sports Net in August. This year it will air on the NFL Network in July. PLAYERS INC will continue to own the show and have creative control over its content. However, we believe that this partnership will allow us to produce a better quality show that will reach a more targeted market.

### **PROMOTIONS**

The NFL Sponsorship Agreement allows us to pursue opportunities with teams and their local sponsors to integrate players into their local activation programs, as long as the activity does not interfere with the rights we grant the NFL in the sponsorship agreement. (See NFL Sponsorship section which describes such activity for FY '05).

However, we believe that there are some issues that need to be addressed with respect to language the clubs have been inserting into player contracts that bind the player to participate in local sponsor activity. We will address this issue more specifically in the breakout sessions at this meeting.

### **LICENSING**

Beginning this year EA Sports will be our exclusive video game licensee. However, our revenue from this category will see a dramatic increase due to required minimum guarantee payments. EA is committed to working with Players Inc to develop new game concepts.

Reebok will absorb the rights previously granted to Majestic Athletic for non-jersey apparel. We believe they have the ability to grow that segment of the business, as they have the exclusive distribution rights in all retail tiers.

While the trading card category remains stable, the collectibles category continues to grow, with at least 2-3 new licensees for FY'06.

## CONCLUSION

Looking ahead to FY'06:

- Revenue in the video game category will increase, due to increased guarantee payments from exclusive licensee EA Sports; we will work with EA to develop new game concepts;
- Trading card revenue should remain stable; however, the initial reaction to the potential new rookie class is not as positive as it was in FY'05;
- With Reebok taking over non-jersey apparel, we are optimistic that revenues will increase from that category; jerseys are predicted to be flat;
- Revenue to players and PLAYERS INC from the NFL Sponsorship Agreement are expected to increase again in FY '06, as the NFL pursues opportunities in new categories;
- We will work with the NFL to improve our presence on NFL.com which should increase traffic on NFLPlayers.com; we will conduct focus groups to provide us with constructive feedback on our website and utilize such information to make necessary improvements;
- We will continue to pursue "New Business" to generate additional paid player opportunities, as well as additional revenue to PLAYERS INC through commissions.

Since PLAYERS INC's inception:

- \$277.3 million has been generated for players through the equal share royalty pool and from other payments by PLAYERS INC, its licensees and sponsors;
- \$123.8 million has been paid to the NFLPA by PLAYERS INC and its licensees
- \$89.2 million in PLAYERS INC operating expenses represents the cost of generating \$490.3 million (or 18.2% of total)

Some time in the first half of FY'06, PLAYERS INC will cross the half billion dollar mark in revenue generated since its inception.

PLAYERS INC's success is not only the result of the efforts of a talented and professional staff. The players have embraced the concept of having their own marketing

company and have responded by cooperating when called upon and taking the responsibility seriously.

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

**APPENDIX A**  
**Group Licensing Assignment**



TEAM: \_\_\_\_\_

**NFL PLAYERS ASSOCIATION  
GROUP LICENSING ASSIGNMENT**

The undersigned player, a member of the National Football League Players Association ("NFLPA"), hereby assigns to the NFLPA and its licensing affiliates, if any, the exclusive right to use and to grant to persons, firms or corporations (collectively "licensees") the right to use his name, signature facsimile, voice, picture, photograph, likeness and/or biographical information (collectively "image") in group licensing programs. Group licensing programs are defined as those licensing programs in which a licensee utilizes a total of six (6) or more NFL player images in conjunction with or on products that are sold at retail or used as promotional or premium items. The undersigned player retains the right to grant permission to a licensee to utilize his image if that licensee is not concurrently utilizing the images of five (5) or more other NFL players in conjunction with or on products that are sold at retail or are used as promotional or premium items. If the undersigned player's inclusion in a particular NFLPA program is precluded by an individual exclusive endorsement agreement, and the undersigned player provides the NFLPA with timely notice of that preclusion, the NFLPA agrees to exclude the undersigned player from that particular program.

In consideration for this assignment of right, the NFLPA agrees to use the revenues it receives from group licensing programs to support the objectives as set forth in the By-laws of the NFLPA. The NFLPA further agrees to use its best efforts to promote the use of NFL player image in group licensing programs, to provide group licensing opportunities to all NFL players and to ensure that no entity engages in a group licensing program without first obtaining a license from the NFLPA. The NFLPA makes no representations regarding group licensing other than those expressed herein. This agreement shall be construed under New York law.

This assignment shall expire on December 31, 2008 and may not be revoked or terminated by the undersigned player until such date.

Dated: \_\_\_\_\_

\_\_\_\_\_  
Player's Signature

Agreed to by the NFLPA:

\_\_\_\_\_  
Player's Name (PLEASE PRINT)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Player's Autograph



**APPENDIX B**  
**NFL Player Contract Language**



## NFL PLAYER CONTRACT

4.(b) Player hereby assigns to the NFLPA and its licensing affiliates, if any, the exclusive right to use and to grant to persons, firms, or corporations (collectively "licensees") the right to use his name, signature facsimile, voice, picture, photograph, likeness, and/or biographical information (collectively "image") in group licensing programs. Group licensing programs are defined as those licensing programs in which a licensee utilizes a total of six (6) or more NFL player images on or in conjunction with products that are sold at retail or used as promotional or premium items. Player retains the right to grant permission to a licensee to utilize his image if that licensee is not currently utilizing the images of five (5) or more other NFL players on products that are sold at retail or are used as promotional or premium items. If Player's inclusion in a particular NFLPA program is precluded by an individual exclusive endorsement agreement, and Player provides the NFLPA with timely notice of that preclusion, the NFLPA will exclude Player from that particular program. In consideration for this assignment of rights, the NFLPA will use the revenues it receives from group licensing programs to support the objectives as set forth in the By-laws of the NFLPA. The NFLPA will use its best efforts to promote the use of NFL player images in group licensing programs, to provide group licensing opportunities to all NFL players, and to ensure that no entity utilizes the group licensing rights granted to the NFLPA without first obtaining a license from the NFLPA. This paragraph shall be construed under New York law without reference to conflicts of law principles. The assignment in this paragraph shall expire on December 31 of the later of (a) the third year following the execution of this contract, or (b) the year in which this contract expires. Neither Club nor the League is a party to the terms of this paragraph, which is included herein solely for the administrative convenience and benefit of Player and the NFLPA. The terms of this subparagraph apply unless, at the time of execution of this contract, Player indicates by striking out this subparagraph (b) and marking his initials adjacent to the stricken language his intention to not participate in the NFLPA Group Licensing Program. Nothing in this subparagraph shall be construed to supersede or any way broaden, expand, detract from, or otherwise alter in any way whatsoever, the rights of NFL Properties, Inc. as permitted under Article V (Union Security), Section 4 of the 1993 Collective Bargaining Agreement ("CBA").

**APPENDIX C**  
**2004/2005 Licensees and Sponsors**

## 2004/2005 PLAYERS INC LICENSEES AND SPONSORS



### Apparel

5<sup>th</sup> & Ocean  
Dallas Cowboys  
Exclusive Pro Sports  
NFL Shop/Footlocker.com  
Majestic Athletic  
Outer Stuff  
Reebok/On Field Apparel  
Ripon Athletic  
Stahls' Hotronix  
Mitchell & Ness  
VF Imagewear, Inc.

### Collectibles and Memorabilia

Bradford Exchange  
Game Time  
Healy Awards  
K2 Licensing & Promotions  
Merrick Mint  
MBI, Inc.  
MVP Pics  
National Direct  
Peter David  
Pro Specialties Group  
Motion Imaging  
Activa Consumer Promotions  
Team Beans  
Todd McFarlane  
Upper Deck Authentic  
Wincraft

### Community Awareness

#### Programs

Pop Warner Little Scholars  
Stay Cool in School  
Special Olympics D.C.  
Native Vision

### Endorsements

Bally Total Fitness

### Events

JB Awards  
Reebok NFL Players Rookie  
Premiere  
NFL Player Mania at the NFL  
Experience

### Fantasy Football

ABC Enhanced Television  
Head2Head Sports  
Electronic Arts Fantasy  
ESPN Internet Ventures  
Fanball.com (AOL, Best Buy)  
MJM Sports  
National Football League  
SportsLine, USA  
The Sporting News (Fox Sports)  
Stats, Inc. (DigiMedia, AFS,  
SportsBuff, SI.com, Krause)  
Yahoo! Inc  
World Championship of  
Fantasy Football

### PLAYERS INC/NFL

#### Sponsors

Ameriquest  
Bayer (Levitra)  
Campbell Soup Company  
Canon USA  
Coors Brewing Company  
Dairy Management, Inc.  
DirectTV  
FedEx  
Frito-Lay  
General Motors (Cadillac)  
IBM  
Masterfoods/M&M Mars  
(Snickers)  
MBNA America  
Motorola  
News America  
Oscar Mayer  
Pepsi  
Quaker Oats/Gatorade  
Southwest Airlines  
Sirius Satellite Radio  
Tropicana  
Visa

### Publishing

Athlon Sports  
OverTime Magazine

### Photos, Calendars, Posters & Novelties

John F. Turner & Co., Inc.  
The Northwest Co.  
Photo File, Inc.  
Trends International  
Getty Images  
Brown Trout Publishers  
Fat Head

### Media Properties

Helmets Off - Behind the  
Scenes with NFL Players  
(Four 30 minute shows on  
Fox SportsNet)  
PLAYERS INC RADIO (Fox  
Sports Radio Network)  
NFL Players Rookie Premiere  
(FOX SportsNet)  
JB Awards  
(FOX SportsNet)  
Wheel of Fortune NFL Players  
Week (Syndicated)  
Quarterback Challenge (CBS)  
Pro Bowl Skills Challenge  
(ESPN)  
PLAYERS INC website  
(nflplayers.com)

### Trading Cards

Donruss/Playoff  
Fleer Trading Cards  
RC2 (Press Pass)  
The Topps Company, Inc.  
Upper Deck Company

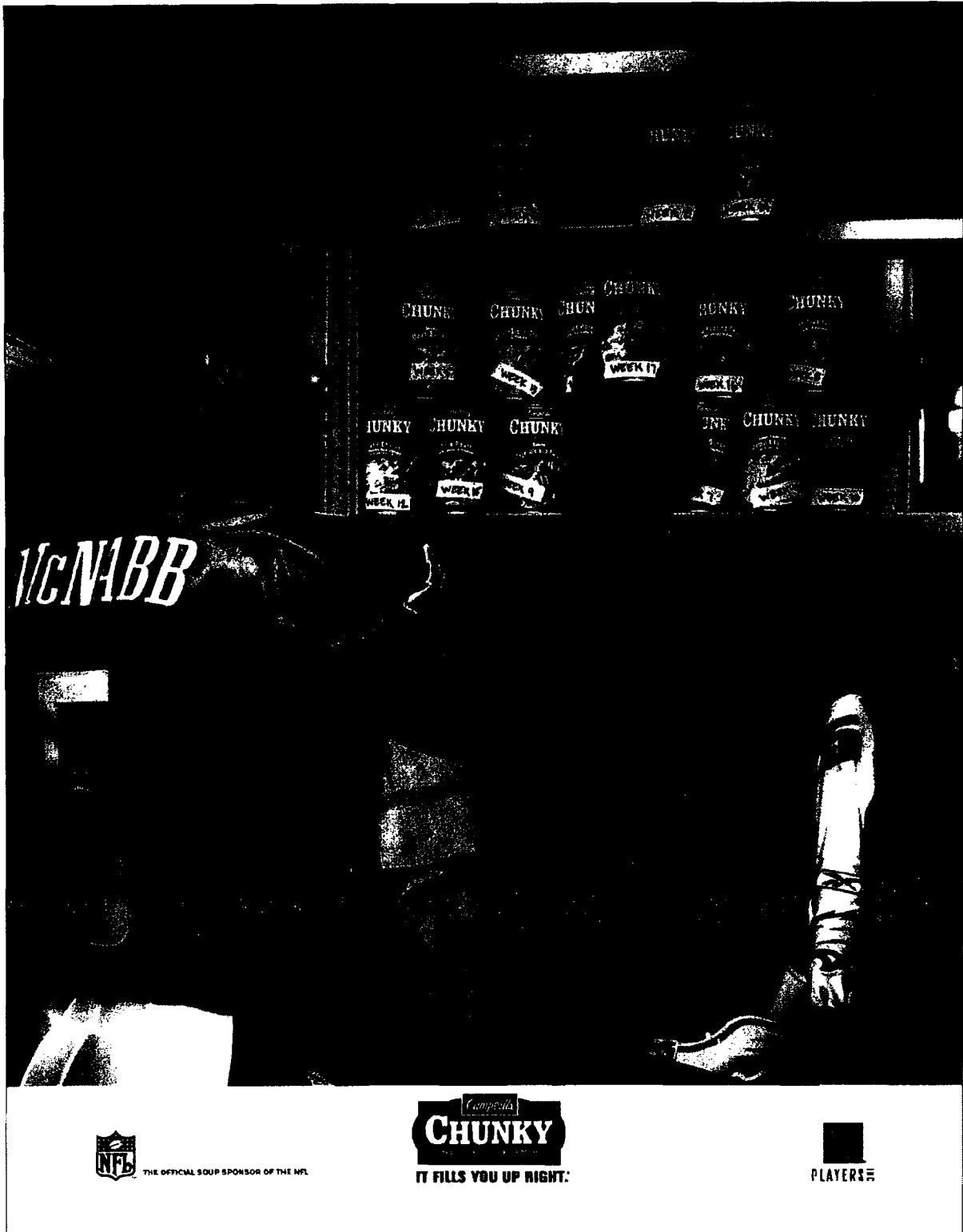
### Video Games

Atari  
Electronic Arts

### Wireless & Interactive

Fox Sports Interactive  
JAMDAT Mobile  
Strat-O-Matic Game Co.  
(Board Game)  
THQ Wireless  
USAopoly (Board Game)

**APPENDIX D**  
**Print Advertising/Point-of-Sale Samples**



PICK THE  
**SNICKERS HUNGRIEST PLAYER**  
AND EARN THE RIGHT TO CALL YOURSELF  
THE "FOOTBALL KNOWLEDGE KING."



VISIT [SNICKERS.COM](http://SNICKERS.COM) AND VOTE FOR SNICKERS HUNGRIEST PLAYER

HUNGRIEST  
PLAYER

HANDLES THE HUNGER OF THE NFL

SNICKERS  
HUNGRIEST  
PLAYER

**The FedEx Air & Ground NFL Players of the Week.**

*As voted by you, the fans, at [NFL.com/fedex](http://NFL.com/fedex).*



Whether going up the middle or through the air, these guys were reliable. Just like FedEx Ground® and FedEx Express® delivery. Remember to vote for next week's winners at [NFL.com/fedex](http://NFL.com/fedex) and you could win a chance to go to the 2005 NFL Pro Bowl in Hawaii.



PLAYERS



**0 SUGAR.  
0 CALORIES.  
0 CARBS.  
GREAT TASTE.**



SEARCH  GO

HELP JOIN PEPSI PEPSI STUFF PRIVACY POLICY

PROMOTIONS MUSIC  
SPORTS

PEPSI BRANDS PEPSI CAFE TV ADS STREET MOTION



PLAYERS

## PEPSI FOOTBALL

Get in on the 2004 NFL season.



Yearbook, play Match 3 For Any NFL Team, and check out the Pepsi Powered Home Teams. All this and a ton more as we start the drive towards another great year of football.



Should the NFL play more than 16 games in a season?

- Absolutely
- No Way

SUBMIT

**EA SPORTS Ultimate™**

**National Cash Prize Tournaments Launch in September!**

EA SPORTS Ultimate™ VR is the most immersive and competitive way to play EA SPORTS Ultimate™. Experience the thrill of Ultimate Team™ in a virtual world where you can compete for cash prizes.

**EA SPORTS Ultimate™ VR**

**GLOBAL VR**

**EA SPORTS**

Quantities limited - call your GLOBAL VR distributor and order today!

**EA SPORTS Madden™ NFL Football™**

**GLOBAL VR**

**EA SPORTS**

**EA SPORTS Ultimate™**

EA SPORTS Ultimate™ VR is the most immersive and competitive way to play EA SPORTS Ultimate™. Experience the thrill of Ultimate Team™ in a virtual world where you can compete for cash prizes.

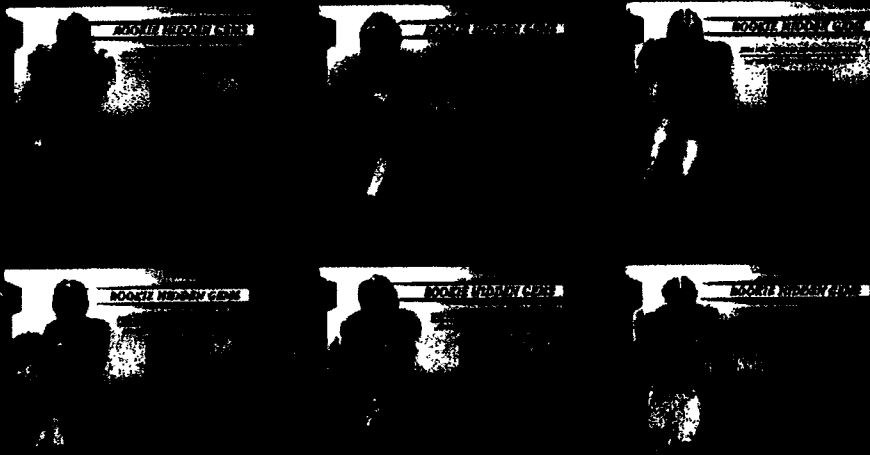
**EA SPORTS Ultimate™ VR**

**GLOBAL VR**

**EA SPORTS**

Quantities limited - call your GLOBAL VR distributor and order today!

Now You See Them...



Soon You Won't.  
Get them before they're gone.

PLAYOFF

2004

ROOKIE HIDDEN GEMS

Available only in late October  
only in 2004 Playoff Homeless Football

PLAYOFF



ATTENTION  
FOOTBALL  
FANS

THE 2004 ETOPPS  
FOOTBALL SEASON  
BEGINS AUGUST 16TH!

BUY, SELL AND TRADE 2004 ETOPPS  
FOOTBALL CARDS!



JOIN THE SEASON LONG FOOTBALL GAME!



- ENJOY THE 12 TEAM LEAGUE FOR THE  
FIRST TIME IN THE NFL LEAGUE!
- WATCH THE DRAFT AND TRADE!
- WIN BIG! WIN BIG! WIN BIG!

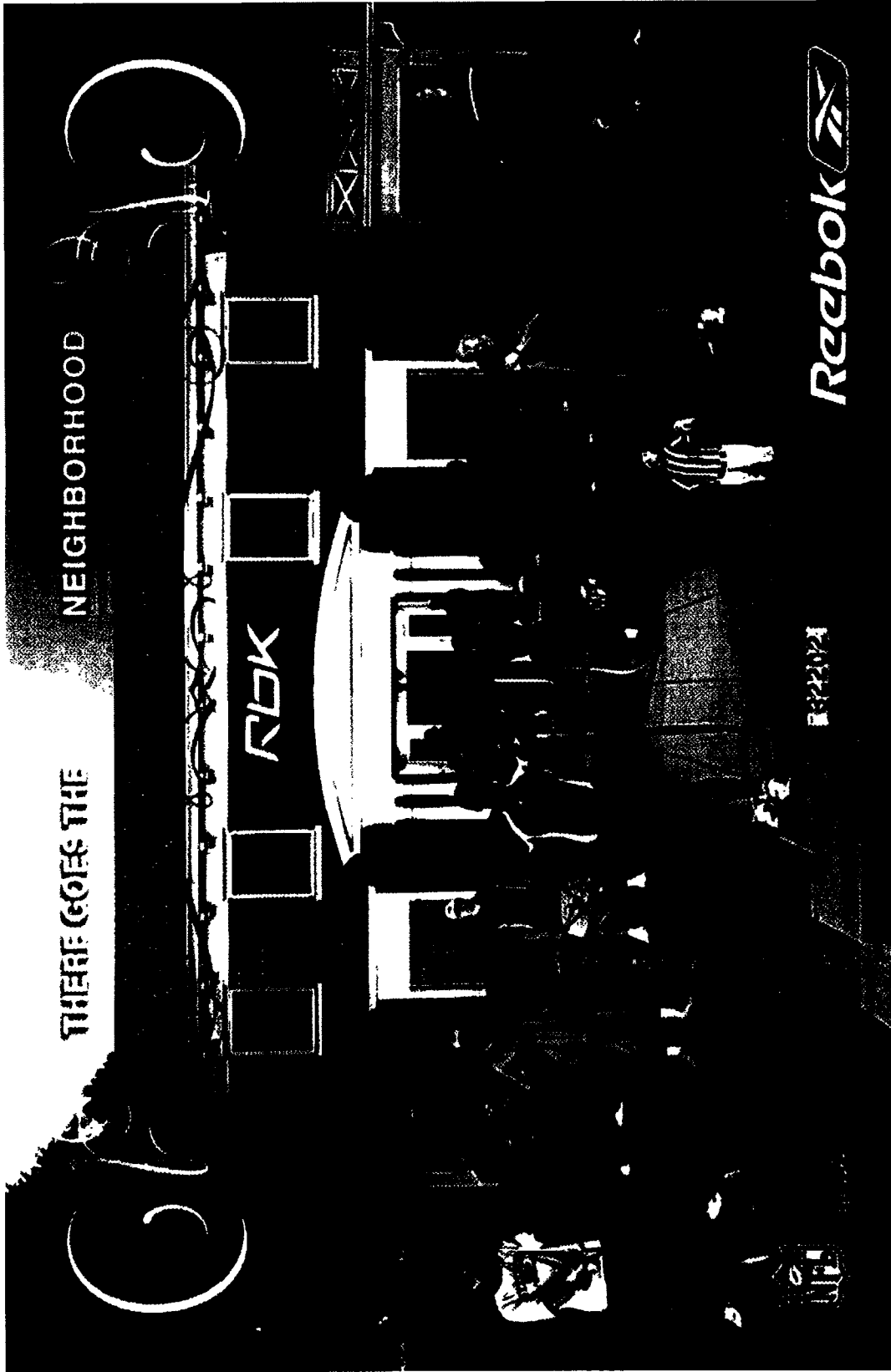
PLAY OTHER GAMES AS WELL! PLAY FOR PRIZES OR FOR KEEPS! CHALLENGE YOUR FRIENDS!

DON'T MISS THE EXCITEMENT OF ETOPPS FOOTBALL 2004!

CHECK US OUT AT [WWW.ETOPPS.COM](http://WWW.ETOPPS.COM)

While ice hockey has its place, but it's not in the SPX series. It's not the most aggressive sport on the planet and it lacks the contemporary design. And with an average of three regular jerseys per team, one rookie jersey card and one rookie patch per team, the SPX is packed with first-year players! Welcome to the SPX!

[WWW.UPPERDECKSTORE.COM](http://WWW.UPPERDECKSTORE.COM)



**APPENDIX E**

**Wheel of Fortune NFL Players Week  
Ratings**

## Wheel of Fortune's NFL Week Delivered Viewers

- ◆ During the NFL Players Week (1/3-1/9/05), Wheel of Fortune delivered **14,680,000** total viewers and **5,266,000** Men 18+
- ◆ Wheel of Fortune delivered more total viewers than any other program in syndication

| <u>Program</u>                    | <u>Total Viewers</u> |
|-----------------------------------|----------------------|
| <b>WHEEL OF FORTUNE</b>           | <b>14,680,000</b>    |
| Jeopardy!                         | 12,074,000           |
| Everybody Loves Raymond           | 11,671,000           |
| Oprah Winfrey                     | 10,803,000           |
| Seinfeld                          | 10,073,000           |
| Seinfeld-Weekend                  | 9,601,000            |
| Friends                           | 9,174,000            |
| CSI                               | 8,437,000            |
| Entertainment Tonight             | 7,921,000            |
| Judge Judy                        | 7,513,000            |
| Dr. Phil                          | 6,964,000            |
| Everybody Loves Raymond - Weekend | 6,617,000            |
| Malcolm in the Middle             | 5,628,000            |
| Entertainment Tonight-Weekend     | 5,434,000            |
| Millionaire                       | 5,359,000            |
| That '70s Show                    | 5,176,000            |
| Inside Edition                    | 5,175,000            |
| Judge Joe Brown                   | 4,990,000            |
| King of the Hill                  | 4,837,000            |

- ◆ Wheel of Fortune delivered more Men than any other program in syndication

| <u>Program</u>                  | <u>Men 18+</u>   |
|---------------------------------|------------------|
| <b>WHEEL OF FORTUNE</b>         | <b>5,266,000</b> |
| Seinfeld                        | 4,522,000        |
| Jeopardy!                       | 4,412,000        |
| Seinfeld-Weekend                | 4,255,000        |
| Everybody Loves Raymond         | 4,251,000        |
| CSI                             | 3,140,000        |
| Friends                         | 3,013,000        |
| Entertainment Tonight           | 2,637,000        |
| Judge Judy                      | 2,607,000        |
| Oprah Winfrey                   | 2,373,000        |
| Everybody Loves Raymond-Weekend | 2,366,000        |
| Millionaire                     | 1,859,000        |
| That '70s Show                  | 1,835,000        |
| Malcolm in the Middle           | 1,816,000        |
| King of the Hill                | 1,784,000        |
| Cops                            | 1,766,000        |
| Entertainment Tonight-Weekend   | 1,685,000        |
| Judge Joe Brown                 | 1,675,000        |
| Inside Edition                  | 1,673,000        |
| Home Improvement                | 1,513,000        |

Source: NSS, AA% (000s); 1/3-1/9/05. Excludes WWE



## Wheel of Fortune's NFL Week Delivered Viewers

- ◆ Wheel of Fortune delivered more viewers than 94% of all network programs, including Boston Legal

| <u>Program</u>          | <u>Total Viewers</u> |
|-------------------------|----------------------|
| <b>WHEEL OF FORTUNE</b> | <b>14,680,000</b>    |
| Boston Legal            | 14,355,000           |
| Law & Order             | 14,285,000           |
| Law & Order: CI         | 13,226,000           |
| Las Vegas               | 13,127,000           |
| Joey                    | 12,507,000           |
| CSI: NY                 | 12,170,000           |
| 60 Minutes              | 12,133,000           |
| NBC Nightly News        | 12,123,000           |
| The West Wing           | 11,922,000           |
| Still Standing          | 11,417,000           |
| The Biggest Loser       | 11,341,000           |
| Listen Up               | 11,177,000           |
| Fear Factor             | 10,987,000           |
| 60 Minutes Wednesday    | 10,848,000           |
| ABC World News Tonight  | 10,769,000           |
| The Amazing Race: 6     | 10,685,000           |
| JAG                     | 10,577,000           |
| The King of Queens      | 10,237,000           |
| Committed               | 10,107,000           |
| Will & Grace            | 10,098,000           |

- ◆ Wheel of Fortune delivered more viewers than top network reality programming, including The Biggest Loser (11.3 million), Fear Factor (10.9 million) and The Amazing Race: 6 (10.6 million)
- ◆ Wheel of Fortune delivered more viewers than top network prime time news magazines, including 60 Minutes (12.1 million), 60 Minutes Wednesday (10.8 million), and Dateline (9.5 million)
- ◆ Wheel of Fortune outperformed all network soaps, evening news programs and late night talk shows
- ◆ Wheel of Fortune delivered more viewers than Leno and Letterman combined (10.6 million)
- ◆ Wheel of Fortune delivered more viewers than any of the network prime time averages

| <u>Program</u>          | <u>Total Viewers</u> |
|-------------------------|----------------------|
| <b>WHEEL OF FORTUNE</b> | <b>14,680,000</b>    |
| ABC Prime               | 12,883,000           |
| CBS Prime               | 12,787,000           |
| NBC Prime               | 10,133,000           |
| FOX Prime               | 6,515,000            |
| UPN Prime               | 3,236,000            |
| WB Prime                | 2,830,000            |

Source: NSS, AA% (000s); 1/3-1/9/05

**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                    | 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, Administrative Assistant                             | 202-496-2898 |
| Pamela Adolph, Vice President, Apparel and Operations           | 202-496-2861 |
| Pat Linnen, 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 |
|--------------------------|--------------|

**Communications**

|  |              |
|--|--------------|
| Christy Moran, Assistant Vice President  | 202-496-2885 |
| Veronica Jenkins, Graphic Design Manager | 202-496-2892 |
| Joanna Comfort, Administrative Assistant | 202-463-2214 |

**Retail Licensing**

|  |              |
|--|--------------|
| Pamela Adolph, Vice President, Apparel and Operations                    | 202-496-2861 |
| Nicole Krzesny, Licensing Assistant                                      | 202-496-2862 |
| Josh Goodstadt, Assistant Vice President, Trading Cards and Collectibles | 202-463-1276 |
| 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, Administrative Assistant                                      | 202-496-2898 |



**PLAYERS** 

**Corporate Marketing and Business Development**

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

**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 |
| Muneer Moore, Manager                      | 202-496-2116 |
| Doug Airel, Coordinator                    | 202-496-2878 |
| Michael Donnelly, Administrative Assistant | 202-463-1285 |
| Marisa Sandler, Administrative Assistant   | 202-496-2894 |

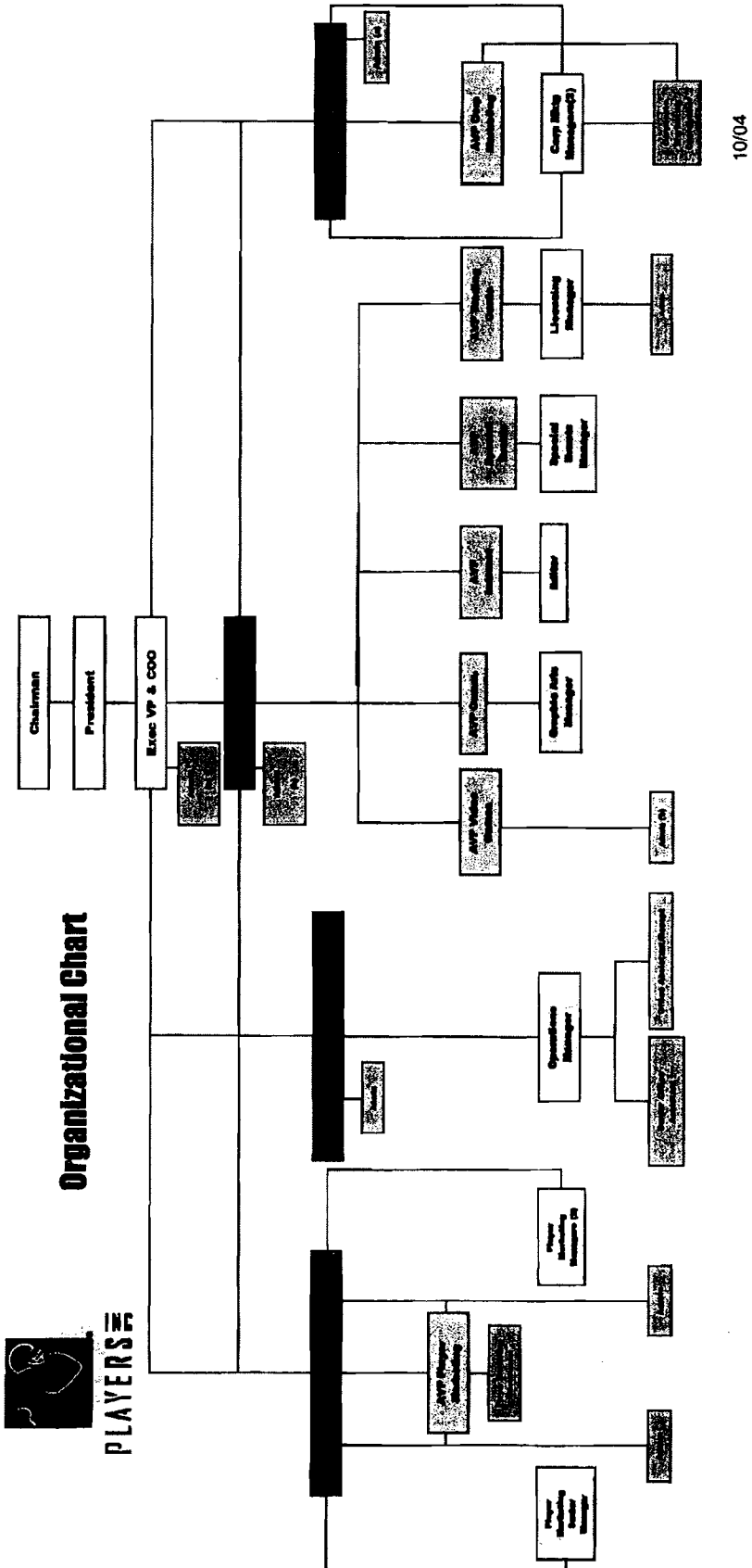
**Internet**

|   |              |
|---|--------------|
| Doug Ramsay, Assistant Vice President, NFLPLAYERS.COM | 202-496-2879 |
| Luke Sacks, Editor, NFLPLAYERS.COM                    | 202-496-2895 |

**Special Events**

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

**APPENDIX G**  
**Organizational Chart**



**APPENDIX H**  
**Equal Share Royalty History**

**PLAYERS INC  
EQUAL SHARE ROYALTIES  
ACTIVE PLAYERS**

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

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



# PLAYERS INC TOTAL PAYMENTS TO NFL PLAYERS

