

Exhibit I
to the
Declaration Of Ryan S. Hilbert In Support Of
Plaintiffs' Opposition To Defendants' Renewed
Motion For Judgment As A Matter Of Law

PAST | PRESENT | FUTURE

Touchback

Vol. 26, NO. 2

PUBLICATION FOR RETIRED NFL PLAYERS

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Group Licensing Essential

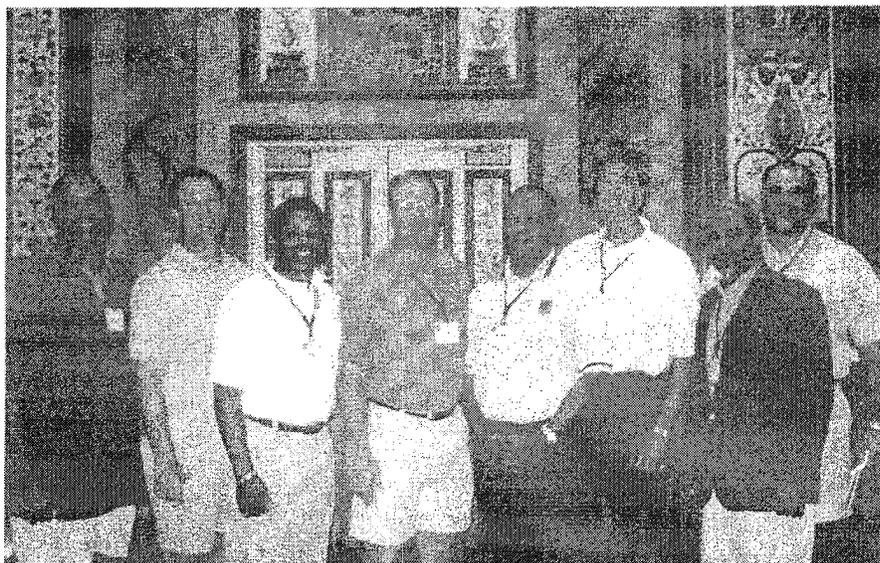
Some retired members have asked us what they and the NFLPA can do to promote licensing in order to receive royalties from sales of video games which have exploded during the past few years.

The NFLPA and PLAYERS INC have worked hard to secure licensing agreements for games using retired players' names and images, but the video-game companies' response has been restrained. They are most interested in obtaining the licensing rights of active players because they maintain that new rosters each year permit them to change the game annually, creating a new product. We believe the demographics of the video game buyers will become older and hope that the opportunities for retired players in this market will open up in the future.

Other opportunities for licensing retired players' images may open up with the new NFL Network and other cable outlets. To take advantage of these opportunities, it is essential that all retired members sign current Group Licensing Authorizations (GLA's).

Over the past four seasons, EA Sports, Sony and Microsoft have included select retired players in their popular video games and have paid licensing fees to PLAYERS INC for the right to do so. These retired players have been mostly Hall of Fame members or members of Super Bowl teams or both. Four hundred ninety eight players have been utilized to date and have received a total of

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2004-2005 Retired Players Steering Committee includes: Cornelius Bennett, Mike McBath, Brig Owens (President), Ken Jolly, Butch Byrd, Len Teeuws, Joseph Searles, Max Montoya and (not shown) Edgar Fields.

Great Time Had By All At 20th Annual Retired Players Convention

A varied group of speakers kept the attention of 150 convention attendees during the 20th Annual NFLPA Retired Players Convention in Las Vegas.

Presenters included NFLPA Executive Director **Gene Upshaw** who addressed the group on ongoing collective bargaining with his annual "State Of The Union" address and **Tom Condon** outlined his lifelong career affiliated with the NFL as a player, player representative, NFLPA president and now as an agent. NFLPA Director of Benefits **Miki-Yaras Davis**, Past President **Trace Armstrong**, and Plan Trustees and former players **Len Teeuws** and **Jeff Van Note** presented a pension update and introduced the new benefits website, www.mygoalline.com. NFLPA staff and former players **Doug Allen**, **Tom DePaso** and **Clark Gaines** presented a "Historical Timeline" of the important dates in NFLPA history. **Trace Armstrong** and past executive committee member **Jason Belser**, commented on the recent Player Representatives meeting held this past-spring. Additionally, a presentation on PLAYERS INC was made by **Howard Skall**, Vice President of Player Marketing.

In addition to the business meetings, attendees participated in many social events.

Wives were entertained at the "Get Acquainted Breakfast" by a Las Vegas showgirl who described her life, which was followed by a backstage tour of "Jubilee", the longest running show on the Strip. Wives

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
TRIAL EXHIBIT 2046

CASE NO. C07 0943 WHA

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20th Annual Convention

(Continued from page 1)

also participated in a yoga class.

Two cocktail receptions awaited guests with the opening reception themed "Viva Las Vegas" which included an Elvis Presley impersonator. The farewell reception was themed, "Miami Or Bust", which revealed the location of the 2005 convention (dates still to be determined).

Additionally, convention golfers were treated to a tournament played at Stallion Mountain Country Club, one of the top rated courses in Las Vegas.

State Of The Union

Upshaw began his presentation by praising former NFLPA President Trace Armstrong for his leadership during the past eight years as more benefit increases were attained under Trace's watch than in any other time period. Upshaw also reassured the group that incoming NFLPA President **Troy Vincent** has the same goals in mind, and that he is confident in Vincent's ability to take on his new role. Since becoming president Vincent has already established a Transition Committee, which addresses the needs of players as they leave the NFL, and a

Benefits Committee, which will focus on player benefit improvements.

Upshaw reported that collective bargaining has begun and that issues at the forefront of negotiations for retired members include increases to Benefits Credits, Line of Duty benefits and Widows and Surviving Childrens benefits. Also at issue are Joint and Survivor benefits and issues related to the Social Security Option election in the pension plan. In addition, Upshaw is hoping to get pension increases for vested players who played 1979-1983. "I'd like to cover as many people as we can, but until we know the numbers I can't predict how it will turn out," Upshaw said. "We will have to see what the money will buy. We continue to be committed to past, present and future players." Upshaw hopes to have negotiations completed by December.

Upshaw reminded the group to be active in their local chapters and communities. He stated that the strength of the retired players organization begins at the grass-roots level.



James Hasty, who will be part of the new Convention Committee, stresses the importance of getting the "younger" retired player involved.

Younger Retired Players Discussed

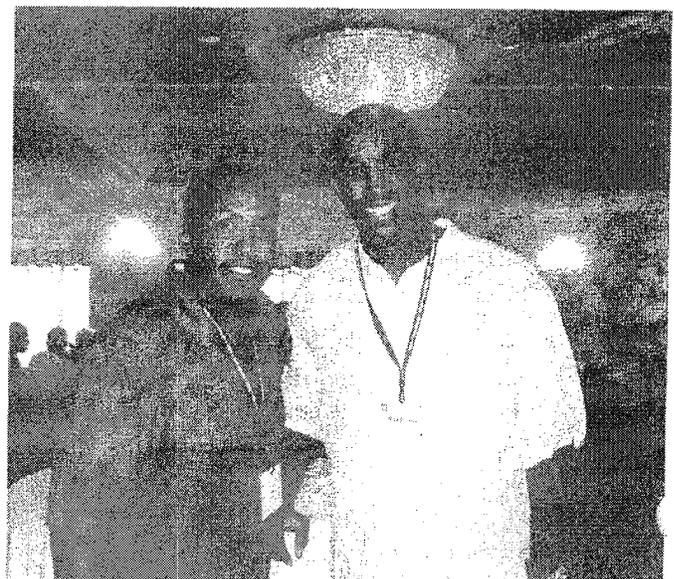
During the Open Forum at this year's convention, the issue raised most often from the floor was the involvement of the younger retired player. The average age of the convention attendee is about ten years older than the average age of the membership.

A committee will be formed to brainstorm ideas to make the convention more appealing to the younger retired member.

If you are under the age of 45 and have ideas you would like addressed, please email us at nfl-paretiredplayers@nflplayers.com.



Al Bemiller, "Elvis Presley", Maury Youmans and Dave Kocourek mingle at the "Viva Las Vegas" cocktail reception.



Convention incentive award winners Chris Hale and Mike Sherrard will enjoy a free trip to the 2005 Convention in Miami!

Draper Honored Golf Lottery For Deborah Classic With Award

Lynne Draper, a long time friend of the NFLPA Retired Players, was honored with the 2004 NFLPA Award of Excellence at the Retired Players Convention. The award goes to the person who has contributed to the prestige and excellence of the union and to pro football.

Draper has distinguished himself for more than a decade in a variety of situations involving the NFLPA. Through his efforts the NFLPA has a lead role in the largest charity golf tournament in America. The event has grown and prospered over the years, and this year the tournament attracted more than 500 golfers, with 80 former NFL players participating.

But Draper has done so much more than organize golf. He organized a no-cost health program for players with Integris Hospital; he has promoted the retired players scholarship program to a place of prominence in educational circles and has raised more than \$2 million dollars under the NFLPA banner for charitable programs.

Our congratulations and heartfelt thanks go to Lynne, and his wife Carol, a championship team that has provided equal amounts of fun and prestige for hundreds of NFL players.

It's 'that time of the year again' and therefore time to enter the lottery for playing spots in the popular NFLPA/Deborah Hospital Golf and Tennis Tournament set for September 26 and 27 in Atlantic City, New Jersey.

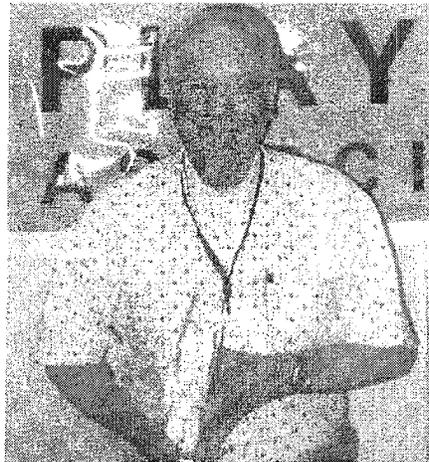
This annual event has raised more than \$2 million for the heart and lung center that has so generously provided no-cost care for NFLPA members and their immediate families for the past 15 years.

Players and spouses will stay Sunday evening, September 26, at Trump Plaza where a pre-event party will be held. On Monday, September 27, the golf and tennis tournaments and awards dinner will be held at the Seaview

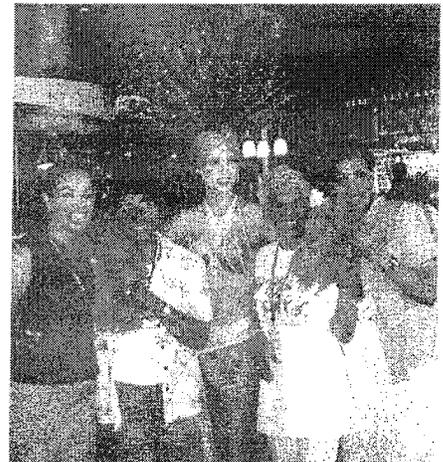
Marriott Resort in nearby Absecon.

Members support this event each year because they know they are "helping their own" by giving back to the Deborah Heart and Lung Center. Players pay their own travel expenses, but the hotel stay is complimentary.

To enter the lottery for both the tennis and golf tournaments, you must SEND A LETTER to **Dee Becker** at the NFLPA office (2021 L Street, N.W., Washington, D.C. 20036) postmarked no later than July 31 to be eligible for the drawing. If preferred, you may fax your letter to (202) 857-1089 or send an email to nflretiredplayers@nflplayers.com.



Lynne Draper proudly shows off his Award of Excellence!



A real life Vegas Showgirl poses for pictures at the Wives Breakfast.



Steering Committee member Ken Jolly and Las Vegas Chapter President Tony Berti and his wife, Nikki, enjoy the opening cocktail reception.



Marlon Asnes, Senior Editor of MONEY Magazine, spoke to the group about securing their financial futures. She poses here with Cornelius Bennett and Emery Moorehead.

