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13 UNITED STATES DISTRICT COURT
14 NORTHERN DISTRICT OF CALIFORNIA
15 SAN FRANCISCO DIVISION

17 HERBERT ANTHONY ADDERLEY, on
behalf of himself and all others similarly
18 situated,

19 Plaintiffs,

20 vs.

21 NATIONAL FOOTBALL LEAGUE
PLAYERS ASSOCIATION, a Virginia
22 corporation, and NATIONAL FOOTBALL
LEAGUE PLAYERS INCORPORATED
23 d/b/a PLAYERS INC., a Virginia
corporation,

24 Defendants.
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CIVIL ACTION NO. C07 0943 WHA

**DECLARATION OF JENNIFER M.
KEOUGH RE: CLASS NOTIFICATION**

Date: Thursday, November 19, 2009

Time: 2:00 p.m.

Judge: Honorable William H. Alsup

Place: Courtroom 9, 19th Floor

1 JENNIFER M. KEOUGH declares and states as follows:

2 1. I am Executive Vice President of the Garden City Group, Inc. (“GCG”). The
3 following statements are based on my personal knowledge and information provided by other
4 GCG employees working under my supervision, and if called on to do so, I could and would
5 testify competently thereto. I am over the age of 18, and competent to testify.

6 2. GCG was retained by the Parties to the above-captioned litigation (the
7 “Litigation”) to serve as the Class Action Administrator as described in the Order Preliminarily
8 Approving Proposed Settlement executed August 18, 2009 (the “August 18, 2009 Order”). I
9 submit this Declaration in order to provide the Court and the parties to the Litigation with
10 information regarding the mailing of the Notice of Class Action Settlement and the Proposed Plan
11 of Distribution (the “Notice Packet”) in accordance with the Stipulation.

12 3. On or before August 19, 2009, Counsel for the Plaintiffs provided GCG with the
13 names and last known addresses of 2,074 potential members of the Settlement Class. GCG
14 entered the name and address information into a database created specifically for this Settlement,
15 and updated the addresses through the National Change of Address (“NCOA”) database. Out of
16 the 2,074 records sent through NCOA, there were a total of 117 address changes.

17 4. Individual Notice. On August 26, 2009, pursuant to Paragraph 2 of the August 18,
18 2009 Order, GCG caused to be mailed to each member of the Class a Notice Packet with first
19 class postage and U.S. Postal Service return service requested to the 2,074 persons on the updated
20 mailing list. Notice Packets that were returned by the U.S. Postal Service with forwarding
21 address information were promptly re-mailed to the address information received from the U.S.
22 Postal Service. As of October 13, 2009, GCG has re-mailed 115 Notice Packets to updated
23 addresses received from the U.S. Postal Service. A sample of the Notice Packet is attached hereto
24 as **Exhibit A**.

25 5. Toll-Free Telephone Helpline. Pursuant to the August 18, 2009 Order, under my
26 supervision, GCG established and maintains a 24 hour toll-free telephone helpline, where callers
27 may obtain information about the Settlement. Once a caller connects to the helpline, he or she
28 hears an Interactive Voice Recording (“IVR”). The IVR provides detailed information to callers

1 about the Settlement and allows callers to request a Notice Packet. The IVR also allows callers to
2 leave a message and request a call back to be returned by a live operator. The telephone number
3 is prominently displayed in the Notice mailed to Settlement Class Members. The IVR was
4 operational as of August 26, 2009, and is accessible 24 hours per day, seven days per week. As
5 of October 13, 2009, GCG has logged 432 calls to the toll-free number. Of those, a total of 97
6 individuals requested a return call. GCG promptly returned each call. GCG has and will
7 continue to maintain and update the IVR.

8 6. Website. In addition, also pursuant to the August 18, 2009 Order and under my
9 supervision, GCG established an official website, www.retiredplayerclassaction.com (the
10 "Website"), for the purpose of providing Internet notice and to allow Settlement Class Members
11 to obtain further information about the Settlement and to answer frequently asked questions
12 (FAQs). Website visitors can download the Settlement Agreement and information regarding the
13 Settlement. The Website address is prominently displayed in the Notice and is also provided on
14 the toll-free telephone helpline. The Website is accessible 24 hours per day, seven days per week.
15 As of October 13, 2009, GCG has logged 1,200 visits to the Website.

16 I declare under the penalty of perjury pursuant to the laws of the State of Washington that
17 the foregoing is true and correct. Executed on October 15, 2009 at Seattle, Washington.

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19 JENNIFER M. KEOUGH
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