

Exhibit A

Examples of Possible Related-Party Transactions

<u>Revenues under-valued</u>	<u>Expenses over-valued</u>
<p>Concessions</p> <ul style="list-style-type: none"> • Western Kentucky University, George Mason University <p>Sports Camps</p> <ul style="list-style-type: none"> • University of Arizona <p>Licensing</p> <p>Merchandise (book store)</p> <p>Parking</p>	<p>GIA</p> <p>Food (40% of listed cost)</p> <p>Books (80% of wholesale)</p> <p>Room (may be very low cost if not excess demand)</p> <p>Tuition (no out-of-pocket cost unless blocks full-paying non-athlete student)</p> <p>Gold-plating (use it or lose it)</p>
<p><u>Revenues not listed</u></p> <p>Athletic donations directly to tuition</p> <p>Marketing arm of University</p> <p>Applicants (Flutie Effect...double digit % increases)</p> <p>Enrollment</p> <p>Freshmen quality (increase in GPA & SAT)</p> <p>Retention/Graduation (few studies, but positive effects)</p> <p>Higher tuition (capacity-constrained schools)</p> <p>Diversity</p> <p>Donations (total donations up)</p> <p>Media coverage (WKU 90%, Northwestern 70%, 87% of BCS schools' coverage is sports; 38% of elite non-football schools' coverage is sports Recent: USF 56%, St. Mary's \$9MM in Sweet 16 coverage, Butler claims over \$600MM; TAMU claims over \$37MM)</p>	<p><u>Expenses not listed</u></p> <p>Cleaning & security for events</p> <p>Capital costs</p> <p>Student services and compliance costs for 'specific athletic related work' (Registrar office, Admissions, Financial Aid, & Data Services)</p>