

EXHIBIT O



NEWS RELEASE

**FEDERAL MEDIATION AND CONCILIATION SERVICE
OFFICE OF PUBLIC AFFAIRS
WASHINGTON, D.C. 20427**

**Friday, March 11, 2011
For Immediate Release
Web site: www.fmcs.gov**

**Contact: John Arnold
Director of Public Affairs
Phone: (202) 606-8100**

Statement by FMCS Director George H. Cohen on NFL-NFLPA Talks

WASHINGTON, DC — As a follow up to the NFL's and NFLPA's agreeing to my invitation on February 17, 2011 to conduct further negotiations under the auspices of the FMCS, over the past four weeks 17 days of mediation have taken place. During this extensive period, a wide variety of issues—both economic and work related—were addressed in a professional, thoughtful manner, consistent with what one would expect to take place in a constructive collective bargaining setting. Those issues were explored at length; consensus emerged in a number of them; and in others, differences were narrowed and focused.

Regrettably, however, the parties have not achieved an overall agreement, nor have they been able to resolve the strongly held, competing positions that separated them on core issues.

In these circumstances, after carefully reviewing all of the events that have transpired, it is the considered judgment of myself and Deputy Director Scot Beckenbaugh, who has been engaged with me throughout this process, that no useful purpose would be served by requesting the parties to continue the mediation process at this time. For our part, the Agency has advised the parties that we will be willing and prepared to continue to facilitate any future discussions upon their mutual request.

###

The Federal Mediation and Conciliation Service, created in 1947, is an independent U.S. government agency whose mission is to preserve and promote labor-management peace and cooperation. Headquartered in Washington, DC, with 10 district offices and 67 field offices, the agency provides mediation and conflict resolution services to industry, government agencies and communities.