

FOR IMMEDIATE RELEASE

NFL PLAYERS

Lara Potter / Jilane Rodgers

Lara.Potter@nflplayers.com / Jilane.Rodgers@nflplayers.com

Ph: 202.572.7460 / 202.572.7504



NFL PLAYERS

NFL PLAYERS SUPPORTS PRO PLAYER CONNECT

The online networking portal founded by current NFL player Jason Kyle connects players to businesses

Washington DC, October 20, 2009: NFL PLAYERS, the licensing and marketing subsidiary of the NFL Players Association, announces today its support for ProPlayerConnect.com.

Pro Player Connect is a digital marketing services platform that delivers business opportunities to active and retired professional athletes across the country. Founded by current NFL player Jason Kyle, Pro Player Connect also offers players a way to network with other verified athletes, businesses, sponsors and fans in a secure, verified environment. Professional athletes – active and retired - can also use the site to develop, grow and monetize their individual brands.

“As an active NFL player for 15 seasons and the CEO of Pro Player Connect, I’m excited to bring more off-the-field opportunities to our membership,” said Jason Kyle. “The support from NFL PLAYERS is exciting on many levels, and will accelerate our ability to bring added value to our members.”

Pro Player Connect authenticates all player users and vets participating companies. Additionally, the user-friendly site allows athletes to connect to other verified players for business and social networking

Pro Player Connect offers the following benefits and services to its athlete members:

- Appearance and product offers from businesses nationwide
- Networking with other athletes in a secure, verified environment
- Fundraising and publicity for individuals’ charities and events
- Verification of social networking sites.

“By delivering genuine business opportunities to authentic pro athletes, Pro Player Connect provides a vital service to all members of the professional sports community,” said Keith Gordon, acting President of NFL PLAYERS. “Using a unique mix of technology, creativity and service, Pro Player Connect provides real connections to real NFL players. We are proud and pleased to support Pro Player Connect in its mission to create incremental opportunities for all players.”

About NFL PLAYERS:

Formed in 1994, NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. Representing more than 1,800 active and many memorable retired NFL players, NFL PLAYERS “takes the helmets off” the players and markets them as personalities as well as professional athletes. Through an exclusive sponsorship agreement between the organization and the NFL, players are integrated into NFL sponsor activation programs. In addition, under an exclusive agreement between NFL PLAYERS and the NFL, NFLPLAYERS.COM, the company’s official Web site is part of the part of the NFL Internet Network. Each year NFL PLAYERS negotiates and facilitates extensive player marketing opportunities for players. NFL PLAYERS activities include retail licensing, corporate sponsorships and promotions, special events, radio and television projects, publishing and internet. For more information, please visit NFLPLAYERS.COM.

###