

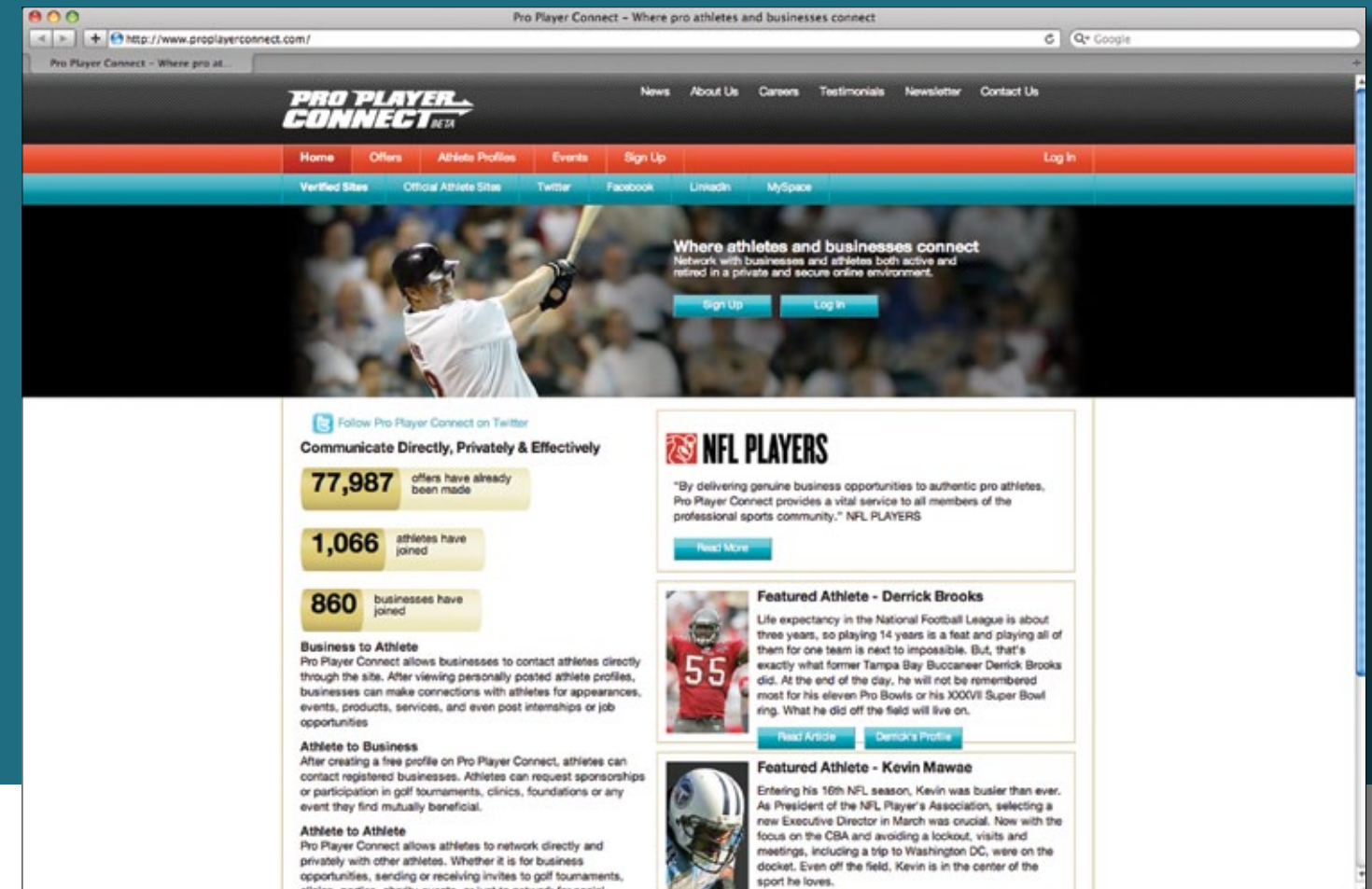
ProPlayerConnect.com

Connecting Professional Athletes To Real Money On Their Terms!

WORDS BY JOY WEINRICH

As the worldwide web continues to change the game of nearly every industry, Jason Kyle, long-time NFL veteran seized the opportunity and made the connection for thousands of professional athletes and businesses using the internet's global reach. With millions upon millions of marketing dollars designated by corporate America only going to 10 % of all professional athletes, how do the other 90% procure major corporate riches...the answer is ProPlayerConnect.com. Founder and C.E.O. Jason Kyle explains, "Gaining access to business opportunities can be a real challenge, especially for retired athletes. The only way most pros find opportunities off the field is by word-of-mouth, this involves random phone calls from unknown business guys peddling shady deals...until now!" The concept is simple but genius, Pro Player Connect is a non-obtrusive online marketing and branding platform that centralizes opportunities between businesses (national and local) and players, and vice versa.

With over 1000 professional athletes matched by almost as many companies, ProPlayerConnect.com is the ultimate



money match-maker. Each company is verified and legit, spanning from regional businesses to fortune 500 companies. Athletes, both active and retired, are screened in a simple and painless process to make sure each profile is authentic.

A four-tiered concept, the site joins business to athlete, athlete to business, athlete to athlete, and athlete to fan; this lends an infinite opportunity for appearances, complimentary and discounted products, employment, and branding. In reverse, athletes are able to contact registered businesses for sponsorships, charities, as well as other philanthropic activities. Kyle elaborates,

Few athletes are famous nationwide, there is often a local angle that is ignored. No matter who you play for, you have a home field somewhere and local businesses have a strong desire to connect with you. This site is a place where it would be easy for companies to contact players with legitimate offers and where all professional athletes could enhance their brand.

And the NFL Players Association recognizes this value, "By delivering genuine business opportunities to authentic pro athletes, Pro Player Connect provides a vital service to all members of the professional sports community," Keith Gordon, acting President of NFL PLAYERS continues "We are proud and pleased to support ProPlayer Connect in its mission to create incremental opportunities for all players."

While reaching the masses and creating opportunities are the ultimate goals, creating a secure site was first and foremost. Kyle took precautions by building safeguards to ensure the privacy of its members. Athletes must create their own online profiles. All personal data is stored in a high security database and is never released to businesses or the public. Offers are submitted online by companies, which are then scrutinized then forwarded by ProPlayer Connect to players via email and in some cases through a phone call. Athletes are able to adjust their personal settings to automatically filter out offers that don't meet their criteria, making the process even more expedient. Long-time sports agent Frank Murtha, "The site does the work 24/7, weeding out the bad offers before they get to us. We, the agents, are able to retain control of negotiations, allowing players and agents to increase their exposure to the business community exponentially."

And while ProPlayerConnect.com continues to assist in getting offers signed, 76,586 and counting, they have tackled another issue that has riddled these athletically gifted professionals...Worker's Compensation; a process that has been coined by some as "grueling and confusing." Kyle explains the process,

ProPlayer Connect 'scrapes' a site that reports injuries throughout the sports world and gathers information, the system

