



PRO FOOTBALL RETIRED PLAYERS ASSOCIATION

2101 L St. NW, Suite 800 Washington DC 20037

www.footballgreatsalliance.com

July 19, 2016

Dear Fellow Retired Players,

We hope this message finds you well. We are writing to provide an update on our efforts related to the Retired Players Licensing Agency (now called the "Football Greats Alliance") and Greater Good Fund. It is with great pleasure that we notify you that the court of appeals has affirmed (and the Supreme Court will not review) the ruling approving the Dryer et. al class-action settlement between nearly 22,000 NFL Retirees and the NFL to resolve the NFL's use of former NFL player's likenesses and identities.

The launch of the FGA and Great Good Fund's program is especially timely given that the relevance of retired players has never been greater. Participation in the FGA is an additive benefit to the programs that players and their respective agents are doing individually; our mission is to maximize economic and member benefits to drive the COLLECTIVE INFLUENCE of all former players to enrich their post NFL lives. Our goal is to bring forward additional opportunities, programs and resources available to all former NFL players. Your support is vital to the success of the Football Greats Alliance and Greater Good Fund and we welcome your input and feedback. Should you have any questions about the Settlement or want to learn more, please reach out to us by e-mailing contactFGA@img.com or Football.Greats.Alliance@gmail.com.

We are committed to communicating with class members regularly, and will provide quarterly updates in regards to program developments, health and dental information and pertinent news updates. We are in the midst of finalizing our customized FGA website (www.footballgreatsalliance.com), and working in lock-step with IMG and the NFL on further communication to key licensees, sponsors and constituents to drive the value of this program and enact programs prior to Kick-Off 2016.

Please fill out the enclosed player profile form and read the FAQ's document that will outline benefits to class members, program overview, and payment processes.

Personal Regards,

Board of Directors

Jim Brown, Chairman

Dave Robinson

Jack Youngblood

Michael Haynes

Darrell Thompson

Irv Cross

Billy Joe Dupree



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Q: How was the Football Greats Alliance established?

- The FGA was created as result of the class action settlement of the Dryer case brought by retired players against the NFL. The settlement established two entities controlled exclusively by the FGA's Board of Directors:
 - A licensing agency to create, develop and manage new revenue streams through the commercialization of the group publicity rights of retired players' names, likenesses, autographs and images.
 - A Greater Good Fund (GGF) that will support, among other things, health and welfare programs for retired NFL players.

Q: How will I benefit from the Class Action Settlement and the Greater Good Fund?

- The NFL will pay out up to \$42M (after certain reductions related to litigation by class members who opted out of the settlement) to the GGF over the next eight years to benefit health and wellness programs, medical research, screenings and evaluations, short & long term housing and career transition programs. In addition to the NFL's payments under the settlement, 25% of all FGA proceeds from licensing will go to the GGF.
- This payout to the GGF is specifically earmarked for the development of programs that benefit retired players who are class members. They will also have a direct financial benefit from licensing agency deals they are involved with – in sponsorship, licensing, content, hospitality, etc.

Q: What programs have been developed with the settlement money?

- We have negotiated a dental plan with MetLife, which will offer insurance coverage to class members for preventative, basic, and major services. The plan will be administered through the Greater Good Fund. Details will be sent once plan information has been finalized. We expect the plan will be available by October 2016.

Q: Who is managing the FGA?

- The Pro Football Retired Players Association has brought on WME | IMG to establish an independent agency, now known as the Football Greats Alliance. The FGA will create, develop and manage new revenue streams through the strategic development of retired player rights.

Q: How will the Football Greats Alliance serve players' interests?

The FGA will provide one-stop shopping for licensees and sponsors wanting to collaborate with former pro football legends using their group publicity rights. FGA will pay class members whose rights are licensed, and 25% of net revenue from FGA partnerships will go toward the Greater Good Fund, which has been established to help support, among other things, health and welfare programs for retired NFL players.

Q: What is the mission of the FGA?

- The FGA exists to solidify and preserve the legacy of former NFL Players. There is overwhelming goodwill towards retired players, and the FGA will capitalize on opportunities to leverage these rights spanning across key NFL pillars including consumer products, promotion sponsorships, media rights, experiential marketing and corporate hospitality.
 - The FGA has been in active negotiations with several interested parties seeking to utilize retired players' group publicity rights to support their business objectives. These include consumer product manufacturers (e.g., Nike, New Era, Mitchell & Ness, etc.), corporate sponsors (e.g., Anheuser-Busch, VISA, FedEx), and various strategic partners (e.g., Fanatics, DirecTV). These opportunities will create new revenue streams from which we, as retired players, and the Greater Good Fund will benefit.
- The FGA will provide sponsors and licensees access to publicity rights of more than 20,000 retired NFL players on a group basis – including names, numbers, likenesses, and images. The FGA is now a one-stop shop for marketing those rights, including contracting, approvals and administration.

Q: What rights are included with the group publicity model for the FGA?

- The FGA will be responsible for ideating campaigns that leverage key NFL anniversaries and marketing initiative, product approvals, contracting, collecting royalty reports and managing licensees, sponsors and key constituents to drive the power of the group publicity rights model.
- In aggregate, we expect this collective model to generate more revenue and service opportunities for retired NFL players than ever before.
 - The FGA has the ability to leverage player identity elements (name, number, likeness, autograph, etc.) of at least 50 class members for commercial purposes, if the licensee's use does not involve NFL Game Footage (except the licensing agency may not use class members' rights for the purpose of endorsing a product).
 - The FGA has the ability to leverage player identity elements of at least 6 class members where the licensee's use also involves NFL Game Footage.

Q: How will I be paid for programs I am involved with?

- Payments will be sent directly to players and their agents based on their participation in deals:
 - When a player's identity elements are used in licensing deals, the FGA will track royalty reports sales every quarter and attribute the exact performance of EACH player's product sales, and be able to send them the net proceeds (less GGF/IMG share) on a quarterly basis.
 - We will furnish a NET check to every player for their involvement in all license deals that we do and provide royalty details so they know the units sold and the programs they were involved in.
 - For licensees who pay a flat fee annually for players, we will furnish a net check to every player for their involvement 30 days after the execution of the contract.
- For sponsorship campaigns, appearances, media rights and other content opportunities, players will be paid 30 days after the execution of the contract.

Q: How will the FGA know how to pay for me deals I'm involved in? How will they know how to bring service opportunities to me and my agent?

- The FGA will require a W9 from all players to pay them for their involvement in the licensing, sponsorship and other programs that feature their likeness, name, number, etc.
- The FGA is building a database of all retired players' contact information and their rep groups so we can bring opportunities forward.
- In an effort to become the expert on all retired players, we're making efforts to note career accolades, personal interests, charities involved with and sponsor/licensing landscape so we can find the white space opportunities as an incremental benefit.

Q: Are the retired players still able to license their individual publicity rights themselves?

- Absolutely. The licensing agency will license group publicity rights and seeks to be an additive benefit to the programs that players and their respective agents have developed. Our goal is to find the white space and enact more programs in aggregate to what has been offered historically for retired players.
- Class members may continue to license their individual publicity rights. However, for individual player identity elements, the FGA will bring forward service opportunities to retired players and their agents for commercial/sponsorship endorsements, experiential marketing and corporate hospitality appearances, golf outings, and much more.

Q: How will the NFL be supporting the FGA?

- The NFL will support the FGA, by providing, among other things, access to certain club marketing meetings and hospitality spaces for events at the Super Bowl and Pro Bowl. The NFL is underway on projects to sell retired players' jerseys online in tandem with nflshop.com licensees, and to cross-promote the FGA on NFL.com.