



NFL Alumni, Inc.

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FOR IMMEDIATE RELEASE

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**RETIRED FOOTBALL PLAYERS UNITE BEHIND AN OLD NAME
AND NEW CAUSE**

**AN ANSWER TO THE QUESTION, “WHO SPEAKS
FOR THE RETIRED PLAYERS?”**

FORT LAUDERDALE, Fla. (May 7, 2009) — The NFL Alumni, the oldest and largest association of retired professional football players, and Fourth and Goal, an independent retired-player advocacy group, jointly announced today that they have agreed to unite their organizations in order to give retired players a single, national spokesman that can effectively advocate their interests before the National Football League and the NFL Players Association. The combined organizations, operating as the NFL Alumni Association, will also work to preserve and protect the intellectual property rights of retired players and help meet their special medical, financial, and career-transition needs.

The alliance was first proposed by former Baltimore Colts Pro Bowl player and President of Fourth and Goal Bruce Laird. “Over the past several years Fourth and Goal has worked hard to improve the lives of those NFL greats who laid the foundation for what this great game is today,” said Laird. “We realized that taking this effort to the next level required teaming up with Alumni, and we presented their leaders with a detailed plan of action for combining our resources. Reaching agreement required good faith, diligence, and camaraderie on the part of everyone concerned. We are excited to join the Alumni to support retired players more effectively, and we invite all retired players to enlist in our common cause.”

NFL Alumni Chairman of the Board and former Green Bay Packer Lee Nystrom explained, “Bruce came to us at just the right time. Although the Alumni was founded

as a player-advocacy group, most of our 30 chapters focus on raising money for children's charities and offer financial assistance only to former players in 'dire need'. Times, however, have changed. The popularity of professional football and the severe physical stress on men who played the game has produced a large and growing body of former players who are not in 'dire need' but who may require assistance with health issues, career counseling, and other matters. It was not hard to convince our Board that the time had come to return to our roots as a retired-player advocacy coalition. The NFL Alumni will continue raising funds for children's charities through our 'Caring for Kids' programs that include our Charity Golf Classic Tour, Klays for Kids tournaments, Welcome Back Luncheons and Super Bowl weekend events, but adding Fourth and Goal to our team gives us the energy and resources to once again focus on 'Caring for our Own'."

The Association's start-up board will include the nine members of the NFL Alumni's charity board plus six members of the Fourth and Goal organization. The 15-man board will hold an organizational meeting on May 12. The board's first order of business is to search for an executive director to carry out the group's ambitious marketing and advocacy programs.

NFL Alumni Association is the name of the original Alumni association that was founded by a group of former NFL greats that included Frank "Bruiser" Kinard, Dante Lavelli, Johnny "Blood" McNally and Alex Wojciechowicz, in 1967 to fight for inclusion of pre-1959 players in the NFL pension plan. The name had not been used since the Alumni converted into a primarily charitable organization in 1977. As required by applicable tax laws, the Alumni will keep their tax-deductible charity work segregated from the Association's business, lobbying, and player-advocacy activities.

ABOUT NFL ALUMNI

NFL Alumni is a 501 (c) (3) charity composed of former NFL players and associate members who work voluntarily to raise funds for youth-oriented causes. The NFL Alumni advances its motto of "Caring for Kids" from its national headquarters in Fort Lauderdale, Fla., and an additional 30 chapters across the country. For more information, visit www.nflalumni.org or call Amy Glanzman at (954) 630-2100.

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