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NFL ALUMNI NAMES NEW EXECUTIVE DIRECTOR

FORT LAUDERDALE, Oct. 8, 2009 – The NFL Alumni Association, a non-profit organization composed of retired professional football players, announced today the appointment of former New York Giants great George Martin as its new executive director effective October 15, 2009. Martin will oversee all entities of the NFL Alumni, including the NFL Alumni Association, the NFL Alumni Caring for Kids charity and Pro Legends marketing.

“It is a tremendous honor and privilege to have been granted the opportunity to serve as executive director on behalf of all retired NFL players,” said Martin. “I truly look forward to this new era of collaboration working with Commissioner Goodell and the National Football League, DeMaurice Smith of the NFL Players Association (NFLPA) as well as all alumni who contribute to this great sports industry.”

In April 2009 the NFL Alumni restructured from an organization primarily raising funds for children’s charities to an association that will now focus on key issues affecting retired players such as medical, financial, and post-career counseling, while also continuing to support youth causes.

Martin, who played 14 seasons as linebacker for the New York Giants (1975-88), served as team co-captain on the 1986 Giants team that recorded a franchise record 14 wins and won Super Bowl XXI. While playing for the Giants he was elected president of the NFLPA and was instrumental in the Collective Bargaining Agreement that brought improved benefits to retired players. Also during his tenure as an NFL player, he established a degree-completion program at Fairleigh Dickenson University (FDU) in New Jersey which became a prototype replicated for players throughout the NFL. In addition he led the establishment of the FDU Outreach Program, which teams Giant players with University representatives to visit high schools to explain the importance of setting goals and to avoid drug and alcohol abuse.

Upon retirement from the NFL in 1988, Martin began a successful business career that included the establishment of a Sports Marketing Department for Mutual of New York, a life insurance and annuity provider. While overseeing the company’s sports marketing department, Martin instituted a financial education seminar program that was adopted

by 20 of 32 NFL franchises, 10 MLB teams, the WNBA and the NBA Retired Players Association (NBRPA).

In 2007, Martin founded and continues to direct a Journey for 9/11, a 501(c)(3) organization that raises funds to help provide healthcare for thousands of rescue and recovery workers now ailing as a result of their service at Ground Zero after the September 11 attacks on the World Trade Center. The backbone of the Journey was Martin's historic 3,003 mile coast-to-coast walk from New York City's George Washington Bridge on September 16, 2007 to San Diego where he arrived on June 21, 2008. Since establishing a Journey for 9/11, Martin has raised nearly \$3.5 million for first responders and 9/11 rescue and recovery workers.

For his charitable efforts, Martin has received numerous awards and honors. ABC News named him one of its 2007 "Persons of the Year" and he received the prestigious Heisman Humanitarian Award from the Heisman Trophy Trust. Fairleigh Dickinson University bestowed Martin with an Honorary Doctor of Humane Letters degree for his lifelong commitment to community service.

ABOUT NFL ALUMNI

The NFL Alumni is a non-profit organization comprised of former NFL players and associate members with a mission of retired player advocacy and youth-oriented charity fundraising. The advocating efforts focus on issues such as medical, financial, continuing education and career-transition needs. The charity efforts focus on raising funds for various national youth-related causes. The NFL Alumni advances its mission from its national headquarters in Fort Lauderdale, Fla., and an additional 27 chapters located across the country.

For George Martin interviews, please contact Jim Morris at (256) 425-4802 or jmorris@fourthandgoalunites.com.

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