

NFL Players Inc. Renews Agreement for Fantasy Football Advice

FOR IMMEDIATE RELEASE

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PHOENIX, Ariz.—National Football League Players Incorporated (Players Inc.) and Ready-Set-Go Fantasy Sports, LLC (RSGFS) today announced the renewal of their partnership to provide expert personalized fantasy football advice to consumers at www.nflplayers.com.

Players Inc.'s membership-driven, online fantasy football league will offer an expanded offering of RSGFS' "Power Analyzer" products, which provides predictive analysis and real-time player updates based on fantasy players' actual rosters, both online and via users' mobile phones.

"We're pleased to bring back the 'Power Analyzer' this year as part of our continued commitment to offer cutting-edge fantasy football tools," said Dave Dave, assistant vice president of Multimedia and Interactive Licensing for Players Inc. "Ready-Set-Go's software was a big hit on our Web site last year and the company continues to be an industry leader in providing fantasy consumers with personalized, expert analysis."

"Players Inc. is a solid winner when it comes to providing interaction and fun for fantasy consumers," said Jeff Coruccini, president and CEO of RSGFS, a fantasy sports technology company based in Phoenix, Arizona. "As a great source of winning recommendations, the 'Power Analyzer' adds even more enjoyment to that interactive atmosphere. And we're thrilled to roll out in 2006 many of the features and enhancements that were most requested by our customers last year."

The 'Power Analyzer' comprises four products in one, including:

- Draft Analyzer – Expert advice on players to build your team, based on player projection analysis, with predictive weekly projections.
- Trade Analyzer – Recommendations on making or accepting a trade offer, based on real time player and roster considerations, projected for the entire season.
- Line-up Analyzer – Patent-pending computer algorithm predicts which players to start (and bench), based on match-ups for every week of the season and up to the Super Bowl.
- Team Analyzer – Compare fantasy football match-ups between your fantasy roster and opposing teams, complete with scoring predictions.

New this year, the Power Analyzer can be customized for specific scoring systems, and comes with wireless access for the Line-Up Analyzer, so players can receive alerts and get fantasy football picks via their mobile phone.

"The Mobile Line-Up Analyzer is the industry's first predictive fantasy software algorithm available on Web-enabled mobile phones," said Coruccini. "That kind of 'anywhere, anytime' access, coupled with our new scoring system enhancements, make the Power Analyzer far and away the best fantasy football tool available today."

The product is available later this month for fantasy football consumers at www.nflplayers.com.

About Players Inc.

Players Inc., the licensing and marketing subsidiary of the NFL Players Association, was created in 1994 with a mission of "taking the helmets off" the players and marketing them as

personalities as well as professional athletes. Representing over 1,800 active players and 3,000 retired players, Players Inc. has become a major player in the sports marketing industry.

About RSGFS

Ready-Set-Go Fantasy Sports is a fantasy sports technology company based in Phoenix, Arizona. Founded in 2004, the company has quickly become the No. 1 source for personalized, expert analysis using proven Power Analyzer tools—the Draft Analyzer, Trade Analyzer, Team Analyzer and Line-Up Analyzer. For more information about Ready-Set-Go Fantasy Sports, contact Brady Chatfield at 602-463-0129 or brady@fantasyfootballstarters.com.

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