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NFL PLAYERS TO ATTEND FOUR TOP BUSINESS SCHOOLS

***Kellogg School of Management & Stanford Graduate School of Business
Join Harvard Business School and the Wharton School***

Programs Begin in Late February for More than 100 Players

Players Can Utilize NFL Tuition Reimbursement Program

The National Football League (NFL) and NFL Players Association (NFLPA) have entered into agreements with the Kellogg School of Management (Northwestern University) and Stanford Graduate School of Business to provide business education to NFL players.

Kellogg and Stanford join the Harvard Business School and the Wharton School of the University of Pennsylvania, which hosted a combined 66 players last year in the first year of the NFL's executive education program for players. The program is part of an ongoing NFL- NFLPA initiative to assist players in preparing for their post-playing careers. The complete list of player participants will be announced next week.

The four schools will offer executive education activities in their respective areas of expertise (see below). Harvard Business School and the Wharton School will hold three-day programs for NFL players starting February 27 and conduct an additional three-day session in early April. The Kellogg School of Management and Stanford Graduate School of Business will run three-day sessions beginning March 6.

Player enrollment criteria include level of education, professional business experience, interest in starting, owning, or managing a business, leadership and community involvement. Tuition for the programs is covered by the NFL Tuition Reimbursement Program. Under the NFL Collective Bargaining Agreement, veteran players may be reimbursed up to \$15,000 per league year for education expenses at an accredited institution of higher learning.

Following are brief descriptions of the executive education programs offered at each business school:

Harvard Business School (Feb. 27-March 1; April 3-5)

The HBS program emphasizes entrepreneurial opportunities and business management. Content includes financial analysis, marketing strategies, selected general business skills and legal, contractual and tax considerations. Using the case method, participants learn how to work together to resolve problems similar to the ones they face in business.

The Wharton School of the University of Pennsylvania (Feb. 27-March 1; April 3-5)

The Wharton program focuses on a broad range of business topics, including financial analysis, entrepreneurship, real estate development, stock market investing, negotiation skills, risk management, and community reinvestment. Attendees work on directed as well as individual real estate, entrepreneurial and personal finance projects during the month between the program's two sessions.

The Kellogg School of Management, Northwestern University (March 6-8)

The Kellogg program focuses on developing and selling a brand and evaluating franchise opportunities. This program provides a foundation for recognizing sound marketing plans and preparing players to ask key questions when analyzing opportunities.

The Stanford Graduate School of Business (March 6-8)

The Stanford program seeks to broaden a player's understanding of how to evaluate business opportunities in general and in the sports industry specifically. The program consists of lectures, case studies, and discussion groups to illustrate the broad opportunities in the sporting industry and other industries (including real estate, entertainment, and investment).

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