



Retired NFL Players Record First Victory **Against National Football League**

Court Allows Players to Proceed with Claims

Minneapolis, MN: Retired NFL players received a boost in their class action lawsuit against the NFL today after a Federal District Court in St. Paul allowed them to move forward with claims that the league is profiting from the identities of retired players without consent or compensation.

The retired NFL players, led by Fred Dryer, Jim Marshall, Elvin Bethea, Joe Sener, Dan Pastorini, Ed White, and Toby Wright, allege the NFL, including its NFL Films division, has used retired players' identities to promote the league and earn substantial revenues without consent from the players. "There is no dispute that these videos promote the NFL," said Bob Stein, a former NFL player and attorney representing the players. "This suit is on behalf of thousands of players who want nothing more than to obtain their fair share of the revenues the NFL has earned, and the brand it has built due to their contributions. This is especially current with the growth of distribution channels such as the NFL network and worldwide internet marketing."

The Federal District Court for the District of Minnesota denied the NFL's contentions that several defenses, including the First Amendment, allowed the League to use retired players' identities for any purpose it chooses.

The NFL ranks as one of the largest entertainment conglomerates in the world, raking in an estimated \$6.9 billion in 2008 alone. It became the most powerful and profitable sport in America through the sacrifice of these players. Stein adds, "This is an opportunity for the NFL to do the right thing by its retired players, on whose back the league was built."

Charles Zimmerman whose firm represents the players along with Stein agreed, saying, "Ultimately, we hope both the NFL and its retired players are able to move forward in a mutually respectful, equitable way. In the meantime, we intend to vigorously pursue all avenues of recovery for these players."

The retired players are represented by Zimmerman Reed, PLLP, Bob Stein and Ward & Ward, PLLC. To view a copy of the complaint and district court's order, please visit www.RetiredFootballPlayersLawsuit.com. Retired players can receive information on joining the class by calling (888) 621-1103. For further information contact Michael Abbott at Zimmerman Reed (612) 385-8134.

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