

PRESS RELEASE

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GRIDIRON GREATS ANNOUNCES EXPANDED MEDICAL PROGRAM

MIKE DITKA, KYLE TURLEY ALONG WITH MEDICAL EXPERTS TO RELEASE 'PRO BONO SOLUTIONS' FOR NFL RETIREES

Chicago, IL (October 27, 2009) - The Gridiron Greats Assistance Fund (GGAF), a nonprofit organization providing financial grants and 'pro bono' medical assistance to retired NFL players in need, today announced an expanded medical program at Ditka's restaurant.

Midwest Orthopaedics at Rush in Chicago, OAA Orthopaedic Specialists (Allentown, PA) and LSI (Laser Spine Institute, Tampa, Florida) are now providing state of the art, 'pro bono' medical, orthopaedic and spine care to qualified retired NFL players. Cundy Insurance of Fort Lauderdale, Florida, is providing discounted prescription and dental plans as well as affordable health plans to Gridiron Greats members.

"Surgeons and Orthopaedic Specialists from Midwest Orthopaedics at Rush are honored to assist in orthopaedic care to the players who paid the price", said Dr. Brian Cole, Professor, Departments of Orthopedics, Anatomy and Cell Biology, as well as Team physician for the Chicago Bulls and Co-Team Physician for the White Sox. Cole was named the "NBA Team Physician of the year in 2009". "We are happy to be involved with the GGAF and support what they are doing in providing these 'pioneers of the game', the benefits that are needed to help them maintain a deserved quality of life", concluded Cole. Midwest Orthopaedics at Rush in Chicago will be designated 'Official Ortho Specialists' for the Gridiron Greats in Chicago.

OAA from Allentown, Pennsylvania, in addition to providing 'pro bono' medical services in the East Coast region of the U.S., like Rush in the Midwest and the Laser Spine Institute (LSI) in the Southeast, will also be handling the administrative and quality assurance aspects of the Gridiron Greats medical program. "OAA Orthopaedic Specialists is proud to continue to provide medical and administrative assistance to the cause of the GGAF," said Vincent Hudson, OAA Chief Operating Officer and serving as Chairman of the GGAF Medical Advisory Board.

"We realize the organization is receiving as many calls from health and medical providers as it is from retired players," continued Hudson. "They reached out and asked if we could become the clearing house to ensure they were receiving proper counsel and that the intentions of those in the medical field are altruistic in nature and not a platform to promote their own initiatives", concluded Hudson. Dr. Robert Palumbo - OAA Administrator and Team Physician for the AAA Philadelphia Phillies minor league team will be one of the key principles

involved with the GGAF & OAA partnership going forward.

Laser Spine Institute from Tampa, the leaders in minimally invasive spine surgery, offers a successful alternative to traditional open back and neck surgeries. The orthopaedic surgeons at LSI can treat painful ailments with endoscopic, outpatient procedures. Chronic pain that stems from pinched nerves, herniated discs, bulging discs, degenerative disc disease, spinal stenosis, spinal arthritis, bone spurs, and failed open back and neck surgery can be alleviated with LSI's minimally invasive approach. LSI has been working with the GGAF since 2008.

Cundy Insurance will provide a discount prescription program that provides up to 60% savings over retail prices on generic medications. Cundy has provided access to this program at no cost to the Gridiron Greats organization or their members who currently do not have prescription drug coverage. Members just pay the negotiated rate for the prescription. Cundy has also provided access to a discount dental plan that provides significant savings to the Gridiron Greats members who don't have dental insurance. With up to 30 plans to choose from, the dental plans provide reduced fees for dental services with no maximum benefit on most services. Finally, Cundy has also provided access to an internet site that members can find prices on affordable medical insurance that provides dozens of plan and price options that could fit into the member's budget.

"CUNDY is honored and privileged to be able to serve Gridiron Greats and all of their wonderful members with their personal health needs. We appreciate the opportunity of working with this very prestigious organization and developing programs that will be helpful and useful for them and their families on a daily basis," said Tom Cundy, Chairman & CEO.

With the addition of these medical partners providing 'pro bono' service, the GGAF has the most comprehensive medical program of any non NFL affiliated organization. The organization is currently working daily with the NFL and NFLPA's player assistance departments on individual case applicants and through the combination of both financial and medical related assistance, the GGAF has become the industry leader in assisting NFL retired players.

"My association with the Gridiron Greats has and will always be based on bringing about change in dealing with the issues that continue to plague my peers and idols as players in and out of the NFL. The relentless efforts of the Gridiron Greats is one to be applauded and most importantly one I am proud to serve on its' Board of Directors," said Kyle Turley. "Mike and the rest of his board and organizational people are truly compassionate people who want to be part of the solution and not the problem", concluded Turley.

The GGAF has provided over \$1.5 million in financial grants and 'pro bono' medical assistance to retired players. The GGAF's humanitarian efforts and mission is to assist dire need retired NFL players who are pioneers of the game and have greatly contributed to the NFL's status as the most popular sport in America.

JAMIE FOXX TO HOST GGAF SUPER BOWL XLIV NIGHT OF CHAMPIONS

The GGAF also announced Jamie Foxx as the ‘headline’ host for the organization’s annual Super Bowl ‘Night of Champions’ in Miami. In conjunction with Super Bowl XLIV in Miami, the organization will hold a special GGAF Super Bowl weekend extravaganza beginning Thursday, February 4 and highlighted by the ‘Night of Champions’ at the Fillmore Theatre in Miami Beach, Florida. Tickets for the Friday, February 5th event will be priced between \$125 & \$500 for individual tickets. These prices are for a limited time only with all proceeds benefiting the GGAF and going directly back to NFL dire need players.

More than 100 NFL legends who actively support the organization will attend the event to raise funds for the GGAF. The ‘Night of Champions’ will also honor an annual ‘**Special Operations Warrior Foundation honoree**’.

JIMMY JOHNSON TO HOST BILL FISHBOWL TOURNAMENT

Jimmy Johnson, a newly appointed Board Member of the GGAF also announced he will chair and host his annual fishing tournament, which will now be called the ‘Gridiron Greats Billfish Bowl’. A portion of the proceeds generated by the Gridiron Greats Billfish Bowl will be donated to the GGAF.

In addition to the ‘Night of Champions’, the GGAF will take part in this “ultimate fishing tournament,” the Billfish Bowl, hosted by coaches Johnson and Ditka. The tournament will take place February 4 -6, 2010 at Jimmy Johnson’s Big Chill, a waterfront resort and restaurant in Key Largo, FL.

The three-day event will bring together some of today’s best-known football personalities and sail fishing aficionados. The competitive fishing tournament will involve retired NFL players who support the GGAF and include competition from world-class fishing experts.

“A lot of people don’t realize the players who helped make the NFL what it is today are now suffering from what they put their bodies through on the field,” said Johnson. “Gridiron Greats does great things for these players. They get players the medical assistance and medications they need, and cover many other health-related expenses. In some cases, Gridiron Greats actually puts a roof over retired player’s heads when they can’t afford to provide for themselves or their families.”

MOBILE GIVING ANNOUNCED BY GGAF

The GGAF also announced a mobile marketing initiative in which people can donate \$5 to the Fund by using their mobile phone devices and texting GG to 90999. The *mgive* program enlists all wireless providers to support this program.

ABOUT THE GGAF

The GGAF is a non-stock, nonprofit corporation that has been very active in retired NFL player assistance. The organization has provided over \$1.5 million in financial aid and medical assistance to retired NFL players. The organization focuses on the humanitarian side of post-football related issues, which include coordination of social services to retired players

who are in need due to a variety of reasons including inadequate disability and/or pensions.

The GGAF also provides hands-on assistance to help retired players and their families deal with hardships they face after football. The services include medical assistance, financial assistance for utilities, medication, food, utilities, automotive payments and childcare.

The GGAF's Board of Directors includes: Mike Ditka, Jimmy Johnson, Marv Levy, Gale Sayers, Matt Birk, Kyle Turley and Greg Brown, CEO of Motorola. The President of the organization is former long-time Chicago Bears executive Ken Valdiserri.

For tickets and sponsorship inquiries for the February 5 GGAF 'Night of Champions' hosted by Jamie Foxx, visit www.gridirongreats.org or by contacting Ken Valdiserri or Shannon Jordan of the GGAF at 847.509.3086.

For tickets and sponsorship inquiries to the GGAF's Billfish Bowl events, interested parties can visit www.billfishbowl.com or by calling toll free (866) 203-2720. This event was formed in conjunction with Digital Capital International Sales and Marketing Group, the parent company of the Billfish Bowl. For further information, Please contact Richard Cipriano, Vice President at 305-608-1690 or Phil Perko, President and Founder at (866) 203-2720 or visit www.digitalcapitalgroup.com.

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