



FOOTBALL DREAMS DON'T HAVE TO DIE...
...THEY NEED A WAY TO BE KEPT ALIVE

Underdogs Could Get Second Chance to See Their Pro Football Dreams Come True

(San Diego - September 9, 2015) The NFL's preseason games last Thursday were the final opportunity for approximately 800 football players to play the game they love. They are the young men cut from rosters who are now seeing their dream of playing in the NFL evaporate before their eyes. A month of putting it all on the line; a month of blood, sweat and tears, only to look in the mirror and wonder what life after football will bring. They are warriors who are hungry for another opportunity, but in today's world of pro football they are effectively finished. Or are they?

Hall of Fame receiver, former NFL executive and United States Football League (USFL) board member Paul Warfield doesn't want this to be the case. "Many of these young men have what it takes, but may lack the experience, maturity or familiarity with the pro system," he said. "It's time for a pro football developmental league, one that will give these players the opportunity to improve and adjust their game by competing with quality players in a league compatible with the NFL system."

Unlike the old USFL, the vision for the new USFL is to be purely developmental, much like minor league baseball and the NBA D-League, playing in the spring and early summer without competing with the NFL in any way.

"Our new League will provide about 400 of these players a second chance." said USFL President and CEO Jim Bailey. "They are the underdogs of today who have the potential to become the winners of tomorrow."

Bailey has meticulously studied mistakes as well as successes in past attempts of similar leagues and is confident the financial and organizational plans will create a strong foundation for an enduring league.

"In order for us to be successful in this endeavor, we will need approximately \$5 million in addition to the capital that has already been invested to establish the infrastructure needed to implement our long-term financial strategy. We will not take the field until all our funding is in place and the coaches and players have had ample opportunity to prepare.

The executive experience of our team is comprised of individuals from nine different NFL teams, player representation, media and marketing who are all passionate and committed to 'Keep the Dream Alive.' We are open 24/7 for investor leads to make that happen."

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