



# UNITED STATES FOOTBALL LEAGUE

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## **USFL BRINGING PROFESSIONAL FOOTBALL TO EIGHT NEW U.S. CITIES**

(San Diego - October 14, 2015) SAN DIEGO-- A vision of traditional American football in which local gridiron heroes challenge those from other communities is being pursued by a group of sports executives and investors who are designing a spring professional football league under the banner of the United States Football League (USFL).

The League will consist of eight teams playing in cities that do not have an NFL or a Major League Baseball team but have demonstrated an appreciation of football that is played at a high quality and intensely competitive level. To the extent possible, players will be placed on teams in areas where they established an identity during their college careers. Those markets are now being researched in parallel with the pursuit of League investors.

“The type of cities we are interested in are those with a strong sense of community, a deep appreciation of sports, and a forward thinking business atmosphere,” said Jim Bailey, CEO of the USFL. “We believe there are a number markets that can develop into football havens, much like Green Bay or Canton. A few on our radar include Albuquerque, Austin, Birmingham, Columbus, El Paso, Grand Rapids, Hartford, Louisville, Memphis, Oklahoma City, Omaha, Orlando, Portland, Raleigh, Richmond, Salt Lake City, San Antonio, Tucson, Tulsa and Virginia Beach.”

Bailey added that the USFL would not identify team markets until all funding is in place. The League is seeking communities and investors that share the USFL’s commitment to a strong foundation for an enduring league.

He said second phase financing now being raised calls for approximately \$5 million in addition to the capital that has already been invested. That new capital will in turn support a large scale private placement to ensure a strong and long-lasting foundation for the USFL.

### **About the USFL**

The United States Football League (USFL) is a professional football league dedicated to the development of players who have skill and talent but have fallen through the cracks in the NFL system. The objective is to “Keep the Dream Alive” for those players to prepare them for advancement to the NFL.

The USFL is led by an exceptional management team with more than 100 years executive experience on nine different NFL teams, as well as experience in player representation, media and marketing. The League will fill the void in the football calendar, with eight teams playing a fourteen game schedule in the spring and early summer, and will not compete with the NFL in any way.