

News Release

January 29, 2007

FLASHBACK CAMPS™ BACKGROUND

"I had seen the success of programs for baseball fans, but had never seen a viable concept for football," stated Flashback Camps President and Chief Executive Officer, Rod Sherman. "Our goal from day one was to create an authentic, memorable, and enjoyable experience with multiple levels of participation." The Flashback Camps™ program, first introduced in 2004 at the University of Southern California, allows any individual 25 years of age and older the opportunity to participate as a Flashback Owner, Coach or Player. The program pairs the coaching staff of a college with former football greats.

Rod Sherman, a former USC stand out and Oakland Raider player created this program to allow alumni and fans the opportunity to enjoy and experience a sports program as a participant regardless of their physical condition. In the case of college football, the program replicates a typical weekend as the team prepares for a home game. Flashback Owners team up with Flashback Coaches to draft a team after evaluating Flashback Players who are participating in an NFL-style combine to assess their talents. Flashback Camps™ participants have the memorable opportunity to use the practice field, locker rooms, and play in the actual stadiums used by their favorite team. You can't get closer to your favorite coaches or favorite players from the past than a Flashback Camp™. Participants choose their level of intensity. You can't be too old, too big or too small; but you need to be quick enough to secure a spot in a Flashback Camp™.

Flashback Camps™ is holding its fourth camp at University of Southern California June 12 -15, 2007. National champions, University of Florida will hold its first camp April 19-21, 2007. University of California at Los Angeles (UCLA) is slated for its second camp May 31 – June 2, 2007 camp and University of Washington is holding its first Flashback Camp™ this year from July 27 -29, 2007.

Response from participants has been great:

- Flashback Camps™ have enjoyed an 80% annualized growth rate.
- Flashback Owner and Coach positions are the first to be "Sold Out" each camp.
- Comments from participants include:
 - *"The best time of my life!"*
 - *"I've donated a lot of money to the university, but I've never experienced anything like this (Flashback Football™)"*
 - *"Since I was a kid, I've dreamed of being down here on this field in this stadium. It was impossible to hold back the tears as we marched into the stadium!"*



Offices for Flashback Camps™ are in southern California:

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