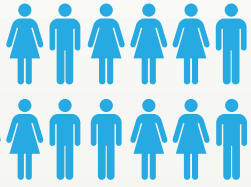


NFL'S COMMITMENT TO YOUTH HEALTH

THE NFL IS DEDICATED TO MAKING A POSITIVE IMPACT ON THE HEALTH OF YOUNG ATHLETES ACROSS THE NATION. THE LEAGUE COLLABORATES WITH WORLD-CLASS SCIENTIFIC RESEARCH INSTITUTIONS, YOUTH SPORTS ORGANIZATIONS, AND SAFETY EQUIPMENT MANUFACTURERS TO EDUCATE YOUNG ATHLETES ABOUT THE IMPORTANCE OF PROTECTING THEIR BODIES AND PROVIDE THEM WITH THE RESOURCES NECESSARY TO DO SO.

>22 million 

Children reached by the Cooper Institute's NFL PLAY 60 FITNESSGRAM® physical fitness assessment tool designed to inform educational programs for students and parents

77,000

Schools nationwide have NFL PLAY 60 programs promoting youth health and fitness



2,000

PLAY 60 events the NFL and its teams hosted in 2012



\$2.6 million

Amount the NFL Youth Football Fund (now the NFL Foundation) has given to Oregon Health and Science University's Athletes Training and Learning to Avoid Steroids (ATLAS) and Athletes Targeting Healthy Exercise and Nutrition Alternatives (ATHENA) programs

30,000

High school student athletes have seen these nationally-acclaimed programs

25,000 

High school football programs and youth football organizations have received NFL Play Safe! educational resources from the NFL and USA Football



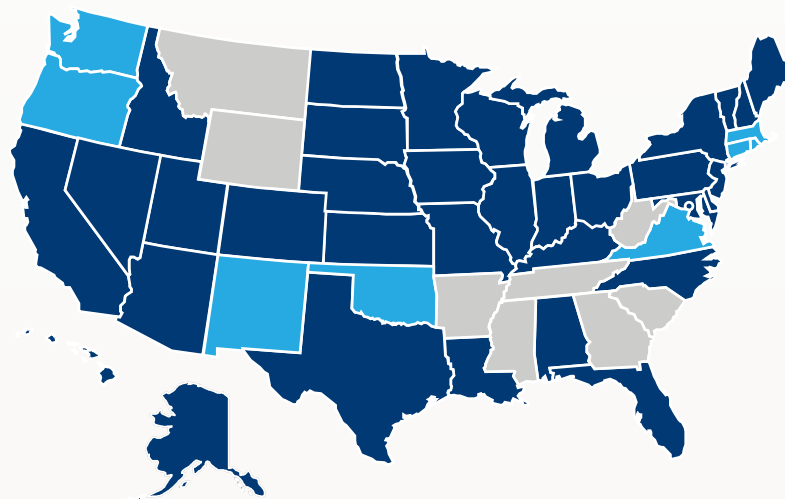
Youth health and wellness is the #1 cause that fans associate with the NFL

600,000

Coaches, parents, schools and sports leagues have taken concussion management training or received concussion awareness posters developed in partnership by the NFL and CDC

42

States with Lystedt Laws protecting young athletes. The District of Columbia also has a law in place.



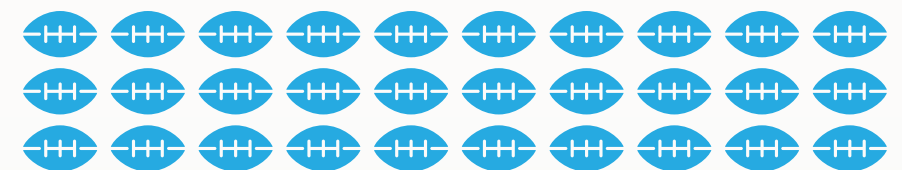
Legislation passed with NFL support
 Legislation passed prior to NFL involvement
 No legislation passed/legislation does not have 3 tenets of Lystedt Law

\$250 million 

Amount the NFL has committed to youth health and fitness through programming, grants, and media time for public service announcements through PLAY 60 since 2007

100,000

Youth football coaches have taken online health and safety educational courses developed by USA Football and supported by the NFL



30

NFL teams hosted health and safety events for youth coaches, players, and parents last season

4,000

New helmets the NFL, USA Football, NFL Players Association, NCAA and other partners are distributing to youth players in underserved communities across the nation, with support of U.S. Consumer Product Safety Commission



Visit www.NFLEvolution.com

Sources: NFL, CDC, USA Football

