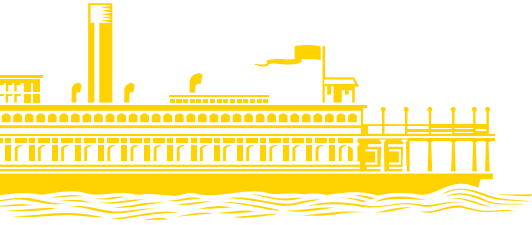


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Landor

Landor Creates Visual Identity for a New Generation of Football Fans

The United Football League launches with visual identity designed by Landor Associates

NEW YORK (DECEMBER 2, 2008) — The United Football League (UFL), a new, professional outdoor, American-style football league, launched today with a brand identity created by Landor Associates, one of the world's leading strategic brand consulting and design firms. The UFL, featuring high-quality traditional football played by world-class athletes, was created to meet the needs of football fans in major markets currently underserved by professional football. Serving communities with pride and passion, the UFL will provide fans with affordable, innovative and entertaining game-day experiences.



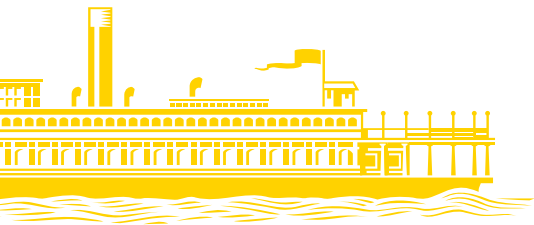
Founded by Bill Hambrecht, chairman & co-CEO of WR Hambrecht + Co., the UFL brings NFL-caliber players, and a new level of fun and excitement to America's favorite sport. Mr. Hambrecht, along with Tim Armstrong, president of advertising and commerce, North America & vice president, Google, Inc., are the primary investors in the UFL. Committed to bringing fans closer to the game they already love, the UFL will provide them with easy, entertaining, 24/7 access to the organization through various forms of new media, including video on demand, fantasy football chat, interactive gaming, forums and blogs.

"UFL's leaders are experienced franchise builders who will be fielding teams made up of some of the best players in the world as well as tomorrow's rising stars," said Hayes Roth, Landor's chief marketing officer. "The brand goal was therefore to create a distinctive look and feel that embodied the fun and energy of the game, while also capturing the rich heritage of the sport and the professionalism of this exciting new league."

The visual identity takes the form of a shield and will serve as a dynamic icon for the brand. It's complemented by a bold typeface and graphic style. The overall impact of the various brand elements conveys authenticity, strength, and a new perspective on the sport.

"The launch of this new league is a monumental moment for fans of American football all over the world as we strive to bring affordable, quality football to more fans in more cities," said Frank Vuono, UFL's chief operating officer. "The integrity of the game will be maintained while creating some new stars in the sport and embracing the latest technology to deliver it to the fans. Our new brand identity better communicates an added enthusiasm around the game, and subsequently an increased interest in it."

During its initial season, beginning in September 2009, the UFL will have six teams; three on the East Coast and three on the West Coast, and will compete on Thursday and Friday nights. Former NFL executive Michael Huyghue will serve as the League's first Commissioner.



Landor

About Landor Associates

Landor Associates is one of the world's leading strategic brand consulting and design firms. Founded by Walter Landor in 1941, Landor pioneered many of the research, design, and consulting methods that are now standard in the branding industry. Partnering with clients, Landor drives business transformation and performance by creating brands that are more innovative, progressive, and dynamic than their competitors.

Landor's holistic approach to branding is a balance of rigorous, business-driven thinking and exceptional creativity. Its work spans the full breadth of branding services, including brand research and valuation, brand positioning and architecture, naming and writing, corporate identity and consumer packaging design, branded experience, brand equity management, brand engagement, and digital branding.

With 24 offices in 18 countries, Landor's current and past clients include some of the world's most powerful brands, including BP, Cathay Pacific, Citi, Danone, Delta, Diageo, Emaar Properties, FedEx, Frito-Lay, the City of Hong Kong, HSBC, LG Group, Marriott Hotels & Resorts, Microsoft, Procter & Gamble, and PepsiCo.

Landor is part of WPP, one of the world's largest global communications services companies.

About the United Football League

The UFL was developed to fulfill the unmet needs of football fans in major markets currently underserved by professional football by providing a high quality traditional football league comprised of world class professional football players. The UFL will serve the communities with pride, dedication and passion, and uphold a leadership role in the development of football worldwide. The UFL will provide every fan with an affordable, accessible, exciting and entertaining game experience. Featuring quality, outdoor professional football played in the fall, in its inaugural year, the UFL will include six teams in its inaugural year. Scheduled to debut in September 2009, the UFL has offices in New York, NY; Jacksonville, Fla. and Rutherford, N.J. and is led by Commissioner Michael Huyghue.

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