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## **Donruss Playoff Named The Official and Exclusive Trading Card Supplier and Sponsor of Pop Warner Little Scholars, Inc. Through 2009**

*Donruss Playoff Solidifies Status as the Pre-Eminent Trading Card Company in Football*

**September 18, 2006 (Langhorne, PA/Arlington, TX)** – Pop Warner Little Scholars, Inc., the largest national youth football and cheerleading organization in the United States with more than 400,000 participants, and the Donruss Playoff Trading Card Company announced today a three year agreement that will designate Donruss Playoff as a Pop Warner sponsor and the “*Official and Exclusive Trading Card Supplier of Pop Warner*” as well as other mutually agreed upon designations. The relationship solidifies Donruss Playoff’s position as the pre-eminent football trading card company, adding its Pop Warner exclusivity status to its existing NFL and NFL Players Inc. licenses.

Pop Warner and Donruss Playoff will create and develop unique co-branded promotional programs such as website promotions and an annual NFL Player clinic for Pop Warner participants featuring a Pro Bowl caliber player. Donruss Playoff will also be able to promote its products and develop a national football trading card program targeted to the more than one million Pop Warner football players, coaches, volunteers, parents and other members involved with the organization as a result of the partnership. In addition, Donruss Playoff will get rights to have an onsite presence at Pop Warner events and hospitality, visibility on the Pop Warner website and rights to use the Pop Warner logo. The Pop Warner logo will be featured on select Donruss Playoff packaging.

“We are excited to have Donruss Playoff as our exclusive trading card partner and look forward to a long relationship that benefits Pop Warner participants through one-of-a-kind events and programs that add to the Pop Warner experience on and off the football field,” said Jon Butler, Executive Director of Pop Warner Little Scholars, Inc. “The Donruss Playoff brand appeals to our membership and is one that they will welcome,” added Butler.

Donruss Playoff also plans to manufacture a special insert set of cards featuring prominent Pop Warner alumni such as Arizona Cardinals QB, Matt Leinart and New Orleans Saints RB, Reggie Bush (the NFLPA estimates that more than 70% of current NFL players got their start playing Pop Warner football), as well as special cards to commemorate Pop Warner events including their annual All-American Scholar Banquet and Awards program, the Pop Warner Super Bowl and Simultaneous Kickoff.

“We are thrilled to be working with Pop Warner on a variety of creative and fun projects that bring the joy of trading cards to kids,” said Mike Anderson, Vice President Sale & Marketing, Donruss Playoff. “Collecting NFL trading cards links generations of football fans, and by partnering with Pop Warner, we hope to bring this joy to kids for years to come.”

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**About Pop Warner Little Scholars:**

*Founded in 1929 and headquartered in Langhorne, PA. Pop Warner Little Scholars is the largest national youth football and cheerleading organization in the United States and the only youth sports organization that emphasizes academics as an equivalent to athletics. Currently there are over 400,000 children in Pop Warner organizations in 43 states, Guam, Scotland, Germany, Russia, Japan and Mexico. For more information visit [www.popwarner.com](http://www.popwarner.com).*

**About Donruss Playoff:**

*Donruss Playoff is a leading manufacturer of officially licensed sports trading cards under the Donruss, Playoff, Leaf, and Score brands. As the second oldest trading card company today, Donruss Playoff has established a well-deserved reputation in the realm of sports collectibles. Donruss Playoff is known for pioneering the rookie card phenomenon and manufacturing the finest, high-end trading cards available at any price.*

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