



March 22, 2004

Michael Alden, Chairman  
NCAA Football  
Certification Subcommittee  
P.O. Box 677 – Hearn Center  
Columbia, MO 65205

Dear Mr. Alden:

First & Goal, Inc. is pleased to welcome Pro Sport and Entertainment, Inc., and the Emerald City Bowl to Seahawk Stadium. We are excited about the partnership, the experience, and the tradition of a premier college bowl game in the Pacific Northwest.

In addition to being an important tenant in our stadium, the Seahawks and First & Goal, Inc. will team with Pro Sports and Entertainment, Inc. in a variety of marketing, advertising, and promotional campaigns that will enhance the game's visibility and status. These concepts include access to season ticket holders, utilization of our ticket sales personnel, joint marketing and advertising, and joint sponsor driven promotions. Once the game is certified, our organizations will attend a formal marketing planning session dedicated solely to the Emerald City Bowl.

We welcome Pro Sports and Entertainment, Inc. and the Emerald City Bowl to the city of Seattle and Seahawk Stadium. We believe in their merits and their conviction to showcase Seattle in a well-organized, competitive, and spirited college bowl game.

Sincerely,

A handwritten signature in cursive script that reads "Steve Eckerson".

Steve Eckerson  
Director of Sales and Marketing