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### NFL AUCTION AND HUNT AUCTIONS JOIN FOR SPECIAL AUCTION DURING SUPER BOWL WEEK

Live Auction To Be Held Saturday, January 31, 2009 at NFL Experience in Tampa, FL.

(January 12, 2009) --- Hunt Auctions, a sports memorabilia auction company based in Exton, PA, is proud to announce a partnership with the NFL and NFL PLAYERS to produce a live auction of historical and modern era football items. The live auction will be held at NFL Experience in Tampa, FL on January 31, 2009.

The auction will feature more than 300 lots of football related memorabilia spanning from the early days of the sport through the current era. A portion of the proceeds from the entire auction will be donated to charities designated by the NFL, NFL PLAYERS and participating NFL teams.

Highlights in the sale include:

- Johnny Unitas Baltimore Colts football helmet c.1960s (Estimated Value: \$20,000-\$30,000)
- Norm Van Brocklin Los Angeles Rams football helmet c.1950s ( \$20,000-\$25,000)
- Gale Sayers Chicago Bears professional model road jersey c.1960s (\$10,000-\$15,000)
- Early style leather "executioner's" style football helmet c.1930s (\$10,000-\$15,000)
- John Elway Denver Broncos professional model jersey c.1983-88 (\$7,000-\$10,000)
- Scarce Los Angeles Rams professional model helmet with experimental radio system c.1950s (\$5,000-\$7,000)
- Tony Dorsett signed 1976 Pittsburgh Panthers game model jersey (\$5,000-\$7,000)
- Notre Dame football helmet attributed to Johnny Lattner c.1951 (\$3,000-\$4,000)
- Run of Super Bowl programs c.1967-2008 (\$2,000-\$3,000)
- 1989 Miami Hurricanes National Championship ring made of 10K gold. (\$1,500-\$2,500)
- Chris Washington Tampa Bay Buccaneers professional model jersey c.1984-88 (\$300-\$400)

"Hunt Auctions is honored to have been selected by the NFL and NFL PLAYERS to provide an outlet for fans interested in owning unique football related items," said David Hunt, president of Hunt Auctions. "Football has such a long and storied tradition that we are pleased to be able to offer a variety of memorabilia in all price ranges for fans and collectors to enjoy."

"We are pleased to provide a unique auction experience for our fans as they enjoy Super Bowl week," said Pete Quaglierini, the NFL's manager of NFL Auction. "Teaming with Hunt Auctions at NFL Experience is a great way to combine the excitement of Super Bowl with the opportunity to own special football memorabilia. Fans will also help contribute to NFL Charities. "

"NFL Auction represents one of the many ways NFL players constantly strive to make a difference in their local communities," said Chad Kurz, Player Marketing Manager for NFL PLAYERS. "Partnering with Hunt Auctions will help raise both awareness and much needed funds for some of the causes most important to NFL players."

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The Live Auction will take place on Saturday, January 31 at 1:00PM within the card show tent at NFL Experience, which is adjacent to Raymond James Stadium in Tampa, FL. Hunt Auctions will also conduct a variety of auction related activities at NFL Experience in the days prior to the live auction. *Silent auctions* will be held daily featuring affordable football items. Bidding for the silent auction will be exclusive to attendees of NFL Experience. In addition, Hunt Auctions and its team of *nationally recognized experts will conduct a complementary appraisal fair* for NFL Experience attendees on Saturday, January 24, Sunday, January 25, Thursday, January 29 and Friday, January 30. Select items from the appraisal fair may be consigned to the live auction. Attendees can call ahead to schedule a private consultation at 610-524-0822.

Bids for the Live Auction at NFL Experience may be made live and in person at the auction, via phone at 610-524-0822, or online at either <http://www.nflauction.nfl.com/> or [www.HuntAuctions.com](http://www.HuntAuctions.com). **More information and a list of items offered is available online at [www.huntauctions.com](http://www.huntauctions.com).** Limited consignments are still being accepted for this significant auction event.

NFL Experience is the most exciting continuous event surrounding the Super Bowl. Encompassing one million square feet on the south side of Raymond James Stadium in Tampa Bay (Tampa or Tampa Bay), NFL Experience will include more than 50 different activities such as games, exhibits, card shows, television and radio broadcasts, a Super Bowl merchandise store, football clinics and live entertainment. The event is open to the public with the purchase of NFL Experience tickets. It will be open on January 24 - January 25, 2009 and January 29 - February 1, 2009

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#### ABOUT HUNT AUCTIONS:

Exton, Pennsylvania based Hunt Auctions has been a leader in the sports memorabilia auction industry for over 17 years. Numerous former players and their families have trusted their collections with Hunt Auctions including Whitey Ford, Clem Labine, Mickey Vernon, Jake Pitler, and the families of Joe DiMaggio, Thurman Munson, Roy Campanella, Bucky Walters, Walter Johnson, Bill McKechnie, and Connie Mack. Hunt Auctions is also the Official Auction Company of Louisville Slugger Museum & Factory<sup>SM</sup> in Louisville, KY and the Official Auctioneer of DHL All-Star FanFest. The Philadelphia Phillies, the Negro Leagues Baseball Museum, and the Josh Gibson Foundation have also consigned items with Hunt Auctions. Hunt Auctions formed a joint partnership with Carlsbad, CA based Upper Deck Co in the spring of 2008.



#### ABOUT NFL AUCTION:

NFL Auction brings fans closer to the game with authentic, one-of-a-kind memorabilia straight from the playing field. Operated by the NFL and NFL PLAYERS, NFL Auction has generated more than \$8 million since 2001, with proceeds going to charities designated by the NFL, NFL PLAYERS and participating NFL teams. For more information, please visit [www.nflauction.nfl.com](http://www.nflauction.nfl.com).



#### NFL PLAYERS

##### ABOUT NFL PLAYERS:

Formed in 1994, NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. Representing more than 1,800 active and many memorable retired NFL players, NFL PLAYERS "takes the helmets off" the players and markets them as personalities as well as professional athletes. Through an exclusive sponsorship agreement between the organization and the NFL, players are integrated into NFL sponsor activation programs. In addition, under an exclusive agreement between NFL PLAYERS and the NFL, NFLPLAYERS.COM, the company's official website, is part of the NFL Internet Network. Each year NFL PLAYERS negotiates and facilitates more than 4,000 player marketing opportunities for players. NFL PLAYERS activities include retail licensing, corporate sponsorships and promotions, special events, radio and television projects, publishing and internet. For more information, please visit [NFLPLAYERS.COM](http://NFLPLAYERS.COM).