

**ATLANTA
FALCONS**



A Letter to Falcons Fans from Arthur Blank

March 14, 2011

Dear Falcons Fans,

As you probably know, last Friday the NFL's mediated talks with the NFL Players Association (NFLPA) ended without a new collectively bargained agreement, and on Saturday a lockout commenced. Neither of these events were desired outcomes, as Commissioner Goodell and our negotiating committee had worked diligently and tirelessly to reach a new agreement through the mediation process over the last three weeks.

I'm sure our current position raises questions by you regarding the status of the 2011 season. So, I am writing to keep you informed and, hopefully, to address your concerns.

The most important thing you should know is that we remain committed to reaching an agreement that is fair to both sides and does not disrupt the 2011 season. We negotiated in good faith with the NFLPA, and we are prepared to re-enter negotiations at any time. A letter from Commissioner Goodell, also posted on our web site, provides more details in this regard.

In addition, the current status of the Collective Bargaining Agreement will not disrupt our preparation for the 2011 season. Falcons General Manager Thomas Dimitroff and his staff are in the midst of preparing for the upcoming NFL Draft, with the stated goals of enhancing our roster by drafting fast and explosive players who are good fits for our system and locker room.

We share your disappointment about where we are at this point, and we will do everything we can to reach a new agreement as soon possible. There is nothing I want more than to field a winning football team this year for you and our community.

We greatly appreciate your support of the Atlanta Falcons. Thank you for your patience and understanding.

Warm regards,

Arthur M. Blank
Owner & CEO