



National Interscholastic Athletic Administrators Association

June 2, 2009

To Whom It May Concern:

The National Interscholastic Athletic Administrators Association (NIAAA) is a national association for high school and middle school athletic administrators. The NIAAA provides much needed services, resources and support for athletic administrators. To that end, the NIAAA does not form corporate relationships with any company that markets to high school sports. Our obligation to our membership is to be very selective in our endorsements. The Corporate Partnership philosophy of the NIAAA embraces companies that have a compatible mission, produce quality products with outstanding customer service and are run by corporate executives and employees who demonstrate a high degree of honesty, integrity and ethics.

The NIAAA is pleased to have formed a partnership with Foxwood Sports of Fayetteville, Arkansas. In Foxwood Sports, the NIAAA has found a company that exceeds all of our corporate partnership criteria noted above. Early in our discussions, it became obvious to me the management team of Foxwood Sports is committed to high school athletics in an honest and ethical manner. Their passion for high school athletics is very evident. In addition, Foxwood Sports provides high school athletic programs with the finest quality sports calendar posters while at the same time injecting much needed funding into the school's athletic programs. Their business model is one that will guarantee a very successful company.

In this relationship, I am firmly convinced that Foxwood Sports will be a leader in this industry in a very short time. Schools and State Athletic Administrator Associations can be very confident in the commitments made by Foxwood Sports and the product and services they will deliver.

I would encourage each of our member athletic administrators and state athletic administrator associations to consider a relationship with Foxwood Sports for your Poster Calendar needs. They are already the "Best in the Business".

Respectfully,

Bruce O. Whitehead

Bruce Whitehead, CMAA
Executive Director