



JOINT PRESS RELEASE

PHI<>Proud International Games and CFLPA announce licensing agreement for GridIron Master™ - Canadian Football Edition board game.

July 3, 2007 – Toronto, Ontario. PHI<>Proud International Games and the Canadian Football League Player's Association announced today the product licensing agreement for GridIron Master™ - Canadian Football Edition board game. The co-branding partnership was established in order to increase awareness of the game while generating a marketing opportunity for the players of the Canadian Football League.

In addition to the CFLPA, PHI<>Proud International Games is working in conjunction with the Toronto Argonauts Football Club. Co-marketing efforts are underway with the Argos' Kids Club. Every home game, GridIron Master™ can be played at the Toronto Argos' Street Festival.

About PHI<>Proud International Games

PHI<>Proud International Games is a partnership of game designers who bring new and unique ideas to sports based board games. PHI<>Proud International Games is an operating division of Proud Holdings Inc. For more information on GridIron Master™ please visit: www.gridironmaster.com

About Canadian Football League Players' Association / CFLPA PRO PLAYERS

The Canadian Football league Players Association ("C.F.L.P.A.") represents the professional football players in the Canadian Football League ("C.F.L.") with the objective of establishing fair and reasonable working conditions for the players. PRO PLAYERS is a marketing initiative launched by the CFLPA designed to elevate the image and profiles of the men of Canadian Professional Football. For more information on the Canadian Football League Player's Association please visit: www.cflpa.com

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