

Dear Sirs and Madams;

We are requesting the members of the Board of Directors of the Green Bay Packers take immediate action to restore integrity, honesty and ethics to the Packers management and organization. Recent days and weeks have presented the Packers organization with many difficult situations. These challenges have been handled in a manner that has called the integrity and ethics of the entire organization into question; alienated both current and former players; divided Packer nation and has focused the nation on the “politics” of a great sport and league.

The long term consequences of these events may be infinite. Green Bay is considered disadvantaged at attracting free agents due to location and climate. Added questionable ethics and business practice makes the ability to attract quality free agents tougher. Losing the ability to attract free agents makes winning more difficult. Winning affects all segments of your business including merchandising, franchise value and fan base.

As a member of the board of directors you have the responsibility to restore the Green Bay Packers reputation. The decision to discipline and/or remove any member of management is always difficult; however is occasionally necessary. Regardless of the decisions made to conclude recent events, you have the duty to consider the long term consequences two members of your management created; and you must act accordingly.

Respectfully;

Erick and Adam Rolfson

www.bringbackbrettfavre.com

cc: Board of Directors, Green Bay Packers
Roger Goodell, National Football League
Ted Thompson, Green Bay Packers