

**FOR IMMEDIATE RELEASE**

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[Danielle.Perry@financialfinesse.com](mailto:Danielle.Perry@financialfinesse.com)**NFLPA LAUNCHES FINANCIAL EDUCATION PROGRAM  
FOR NFL PLAYERS**

Washington D.C. - The NFL Players Association today announced it has partnered with Financial Finesse, the nation's leading provider of unbiased financial education programs, to launch a comprehensive program which gives NFL players the financial guidance they need to prepare financially for a lock out.

"There's been a long standing need for this kind of financial education for our members who have unique circumstances that make financial planning particularly difficult," NFLPA Executive Director DeMaurice Smith said. "With no guarantees in NFL contracts and the potential for a 2011 lock out, we want to make sure our members are prepared for injury or anything that cripples their career. We'd also like them to transition from football to a lifetime of financial security and independence—something that is possible only with smart financial planning."

The partnership with Financial Finesse was created in an effort to ensure that every player has the information and tools they need to prepare financially for any potential obstacle and to establish lifelong financial security for themselves and their families. The new initiative will provide all NFL players and family members access to unlimited financial guidance through a patent pending online platform at no cost to the player.

The program will offer:

- Real time, personalized financial assessments and education plans, as well as customized financial planning workshops.
- Tools, guidance and education players need to make informed financial decisions in regards to day to day money management as well as long term financial planning needs.
- Ongoing support to effectively select and manage investment advisors in order to guard against fraud, negligence or poor financial advice.
- Help in evaluating the myriad of business opportunities available to players.

**About Financial Finesse**

Financial Finesse was established in 1999 with the sole mission to provide unbiased financial education to people everywhere. Today, Financial Finesse is the leading provider of a full suite of financial education, coaching and counseling programs to more than 400 corporations and credit unions nationwide. For more information, visit [www.financialfinesse.com](http://www.financialfinesse.com).

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