

MEMORANDUM

August 25, 2010

Dear Faculty and Staff:

It is an exciting time to be a part of the FIU family! This year we will begin our third season in our beautiful on-campus football stadium and our team is ready to win!

FIU Football has become a program that attracts leading student athletes. This is the first offseason that our team has been able to train in our new, state-of-the-art R. Kirk Landon Football Fieldhouse strength and conditioning center.

Of course, training alone does not make a winning team. It takes leadership, and we have that as well, under head football coach Mario Cristobal and his first-rate coaching staff. Several of our senior players also have stepped up to motivate their teammates to academic excellence in the classroom and victory on the playing field.

Our football team has all the right elements to reach the next level, but it needs your support. We want to create a unique game day environment here at FIU. With our new marching band, entertainment, tailgating and other activities, we are putting together a total fan experience. We want FIU Stadium to give our team a home field advantage – an intimidating place for any opponent who sets foot in it.

To accomplish this, we need your help. We need you, your families, your neighbors and your friends in the stands, showing your FIU pride and cheering on our team.

I would like to encourage you to purchase at least two season tickets for the upcoming football season. Season tickets for university employees are \$40 for endzone seats and start at \$50 for sideline seating. That's quite a deal at \$10 or less per game.

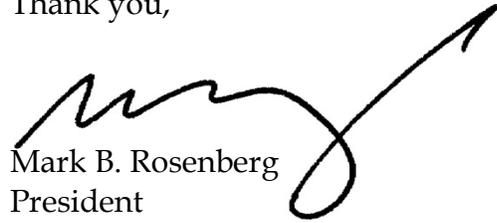
For the 2010 season, FIU Athletics also has introduced a contest to award the department that purchases the most season tickets with free use of the FIU Stadium Club for a holiday party. To qualify, a department must purchase a minimum of 100 season tickets by phone or at the University Credit Union Box Office at FIU Stadium.

Success on the field translates to success for FIU. It can lead to increased visibility, admissions, and higher quality students attending the university. A successful athletic

program builds alumni affinity and can increase the value of our students' degrees, bringing FIU the recognition it deserves.

Please support our football program and help us celebrate excellence in the classroom and on the field.

Thank you,

A handwritten signature in black ink, appearing to read 'Mark B. Rosenberg', with a long, sweeping flourish extending upwards and to the right.

Mark B. Rosenberg
President