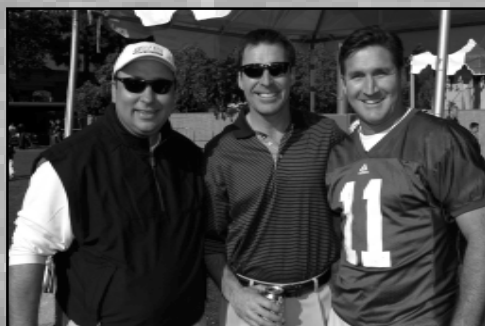


THE UCLA EXPERIENCE



BRUIN FAMILY



Coach Karl Dorrell's goal is to reconnect with Bruin players from all eras. In both 2003 and 2004, UCLA sponsored a

reunion picnic and flag football game for former UCLA players in conjunction with the Spring Game. Over 150 men who played at UCLA have returned with their families to participate in the festivities. Pictured on this page are a few of the players who have returned, including Cade McNown, J.J. Stokes, Wendell Tyler, Mike Farr, Matt Stevens, James Washington, George Farmer, Tom Ramsey and Jerry Robinson.

WHAT THEY SAY ABOUT KARL DORRELL



TERRY DONAHUE

General Manager, San Francisco 49ers; UCLA Head Coach, 1976-1995; Member of College Football Hall of Fame

"Karl is an outstanding choice

to head up the UCLA football program.

"He is a man of great conviction and great character and has had great preparation on his way to becoming a head coach. I feel he will be extremely successful at UCLA and I am proud to have been his coach when he was an outstanding Bruin wide receiver."



MIKE SHERRARD

No. 7 career receiver in UCLA history; 1986 First Round Draft Pick; NFL Wide Receiver for 11 seasons

"Karl is a fierce competitor -

that's what I remember most about playing with Karl at UCLA in the 1980s.

"With his background, I picture him being a great leader, very competitive and very disciplined. He exemplifies those characteristics as a person and those are some of the main qualities you need as a head coach.

"All of the former players are excited to watch him succeed as our head coach."



TOM RAMSEY

Record-setting quarterback, UCLA; Pro quarterback for seven seasons; Lead Pac-10 analyst, Fox Sports Net

"There is no better man for this

head coaching position than Karl Dorrell — a stellar performer on the field with 15 years of coaching experience who has worked for two of the greatest coaches in the game — Terry Donahue and Mike Shanahan.

"Karl brings a laser-focused work ethic, great discipline and a passion to be the best. The Bruin family is proud to have him at the helm of our football program."



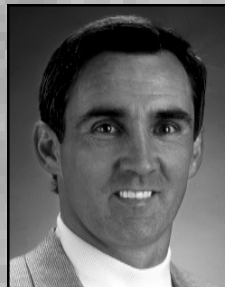
TROY AIKMAN

1988 All-American; First Pick of 1989 NFL Draft; All-Pro Quarterback, Dallas Cowboys; Television Analyst, Fox Sports

"UCLA has an out-

standing all-around program that creates a solid foundation for the players both on and off the football field. The lessons I learned at UCLA have enabled me to be successful in the National Football League as well as in my other endeavors.

"I am excited that Karl Dorrell is now our head coach. When he was a graduate assistant coach in my senior year, you could tell he had the makings of an outstanding head coach."



MIKE SHANAHAN

Head Coach/Executive Vice President of Football Operations, Denver Broncos; Won Super Bowls following 1997 and 1998 seasons

"I think Karl Dorrell will do a

great job at UCLA. No. 1, he's a great person. He's a very intelligent guy. He possesses a great work ethic and great morals.

"I think UCLA made a great decision."



BILL MCCARTNEY

Former Head Coach, Colorado Buffaloes, 1980-1994

"Karl combines genuine spirit with a real healthy depth of foot-

ball knowledge. He is a student of the game and on game day, he is a clear thinker who shows a lot of poise.

"Karl is going to be an extremely effective recruiter — what parent isn't going to be charmed by him. He is well spoken and his eyes are always smiling.

"He possesses wisdom, poise and class. He represents everything that is good about UCLA Athletics and the school should be very proud of him."

THE COMPLETE PACKAGE

- **The Nation's No. 1 Combined Academic, Social and Athletic Program** — Located just a few miles from the beaches of the Pacific Ocean; rated among the nation's top research universities; winner of the most NCAA team championships — when you add it up, UCLA provides the best of all worlds for the student-athlete.

- **Sports Illustrated's No. 1 Athletic Program** — In the April 28, 1997 issue of Sports Illustrated, the Bruins were easily selected the best athletic school in the country. The article proclaims that at UCLA, "athletes from all sports thrive on the nation's most jock friendly campus."

- **A State of the Art Head Coach** — Coach Karl Dorrell is one of the bright young coaches in college football. He has been a standout offensive coordinator with some outstanding programs and has also excelled as an assistant in the NFL. He has brought an old-school work ethic to the Bruin football program.

- **A Diligent, Talented Staff** — A carefully-assembled staff that features a blend of experience and youthful enthusiasm, the UCLA coaches are dedicated to developing great players and great young men. The staff features former head coaches, former coordinators and collegiate and NFL standouts

- **Academic Support** — Providing the student-athlete with the assistance and guidance to succeed in the classroom and society is a top priority! Coach Dorrell, his staff and the athletic administration provide the best



in general assistance, counseling and tutoring available at any university.

- **The Bruin Family** — Located in Westwood and bordered by Los Angeles, Beverly Hills and Hollywood, UCLA provides a prosperous outlook for the future with internships, workshop mentoring programs and access to one of the world's meccas of business, entertainment, media and networking like no other major college program.

- **Media Rich** — USA Today, CNN and ESPN have offices in Los Angeles. Fox Sports Net is three miles from campus. There are seven television stations and 12 newspapers which provide regular coverage of UCLA in the local market. A 70,000-watt radio superstation, satellite radio and

the internet are the broadcast homes for Bruin Football.

- **The Next Step** — UCLA regularly produces NFL players. Last year, over 30 Bruins were on NFL rosters. At least one former UCLA player has played in 24 of the last 25 Super Bowls and in 22 of the last 23 NFL Pro Bowls.

- **Tradition of Success** — UCLA is the alma mater of: Ken Norton, the first player to win three straight Super Bowls ... Kenny Washington, the first African American to play in the NFL ... Troy Aikman, the first quarterback to win three Super Bowls in four years ... Jackie Robinson, four-sport letterwinner and the first African American to play major league baseball ... Gary Beban, Heisman Trophy winner.

UCLA IN THE BOWLS

When it comes to winning bowl games, UCLA is one of the most successful programs in the nation. Since 1982, no Pac-10 school and only seven programs in the nation have won more bowl games than UCLA.

The Bruins have won 10 of their last 15 bowl appearances and their eight straight wins (from 1982-91) were one shy of the national record.

The 2003 Silicon Valley Classic was UCLA's 25th bowl appearance.

On January 2, 1989, UCLA set an NCAA record for bowl victories in consecutive seasons by beating Arkansas in the Cotton

MOST BOWL VICTORIES — PAC-10 (1982-2003)

School	W	L	T	Pct.
1. UCLA	10	5	0	.667
2. Washington	9	9	0	.500
3. USC	7	8	0	.467
4. Washington St.	5	2	0	.714
Arizona	5	3	1	.611
Oregon	5	7	0	.417
7. California	4	1	0	.800
Arizona State	4	5	0	.444
9. Oregon State	2	2	0	.500
Stanford	2	5	0	.286

MOST BOWL VICTORIES — NATION (1982-2003)

School	W	L	T	Pct.
1. Florida State	16	5	1	.750
2. Miami (FL)	12	7	0	.632
Tennessee	12	9	0	.571
Michigan	12	10	0	.545
5. Alabama	11	5	0	.688
Georgia	11	5	2	.667
Penn State	11	6	0	.647
8. UCLA	10	5	0	.667
Auburn	10	5	1	.656
Nebraska	10	12	0	.455

Bowl. That was UCLA's seventh bowl triumph in as many seasons. Those UCLA post-season victories included the 1983, '84

and '86 Rose Bowls, the 1985 Fiesta Bowl, the 1986 Freedom Bowl, and the 1987 Aloha Bowl.



The 1999 Rose Bowl was one of UCLA's 15 bowl appearances in the last 22 years.

MEDIA EXPOSURE

UCLA FOOTBALL MEDIA FACTS:

- 177 UCLA football games have been shown live in Los Angeles in the last 17 years, including 12 games last season.
- Fox Sports Net 2, a sports cable network, provides an additional outlet for Bruin football games throughout the nation.
- Los Angeles has seven local network affiliates or independent TV stations, which each cover UCLA football on a regular basis.
- A dozen local newspapers and one international wire service regularly cover UCLA football, including the Los Angeles Times, which boasts a daily circulation of almost one million readers.
- A 70,000 watt radio superstation broadcasts all UCLA football games live. In addition, the games are heard nationwide on satellite radio.
- UCLA has a regular half hour sports show on Fox Sports West 2, highlighting football during the fall.
- Media training is available for all interested student-athletes and includes "staged" video as well as print interview sessions.
- More than 15 UCLA Olympic sports events are televised throughout the year.



Running back Maurice Drew is interviewed following another Bruin victory

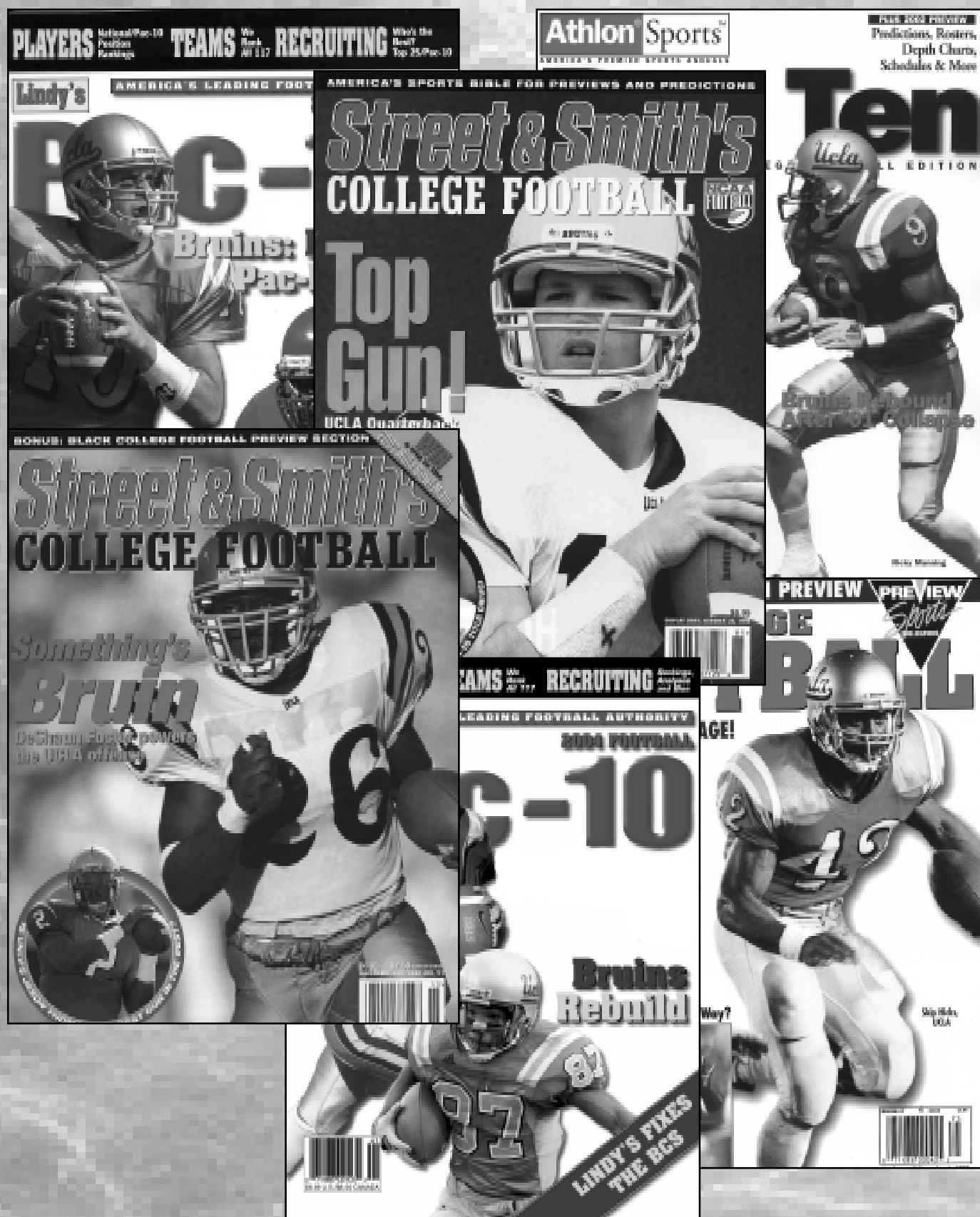
Former UCLA Athletes in Mass Media Work

Name	Sport	Media Position
Kareem Abdul-Jabbar	Basketball	Actor/Sportscaster (Movies/CBS)
Troy Aikman	Football	Sportscaster (Fox)
Kay Cockerill	Golf	Sportscaster (Golf Channel)
Randy Cross	Football	Sportscaster (CBS)
Tim Daggett	Gymnastics	Sportscaster (NBC)
Maura Driscoll-Farden	Gymnastics	Sportscaster (Lifetime, ESPN)
Sean Farnham	Basketball	Sportscaster (Fox Sports West)
Jack Haley	Basketball	Sportscaster (Fox Sports Net)
Roy Hamilton	Basketball	Coord. Producer (Fox Sports Net)
Kim Hamilton-Anthony	Gymnastics	Sportscaster (Fox Sports, ESPN)
Mark Harmon	Football	Actor (Movies, TV)
Tim Harris	Soccer	Sportscaster (Fox Sports)
Marques Johnson	Basketball	Actor/Sportscaster (Movies/Fox Net)
Don MacLean	Basketball	Sportscaster (XTRA Sports 690/1150)
Ann Meyers	Basketball	Sportscaster (CBS, ESPN, ABC, Fox)
Bob Myers	Basketball	Sportscaster (Fox Sports Radio)
David Norrie	Football	Sportscaster (ABC)
Stacey Nuvelman	Softball	Sportscaster (ESPN/Fox Net)
Ron Pitts	Football	Sportscaster (Fox)
Tom Ramsey	Football	Sportscaster (Fox Sports Net)
Matt Stevens	Football	Sportscaster (XTRA Sports 690/1150)
Dwight Stones	Track	Sportscaster (ESPN, Fox, NBC)
Rick Walker	Football	Sportscaster (ESPN, Fox Sports Net)
Bill Walton	Basketball	Sportscaster (ABC, ESPN)
Michael Warren	Basketball	Actor ("City of Angels", Movies)

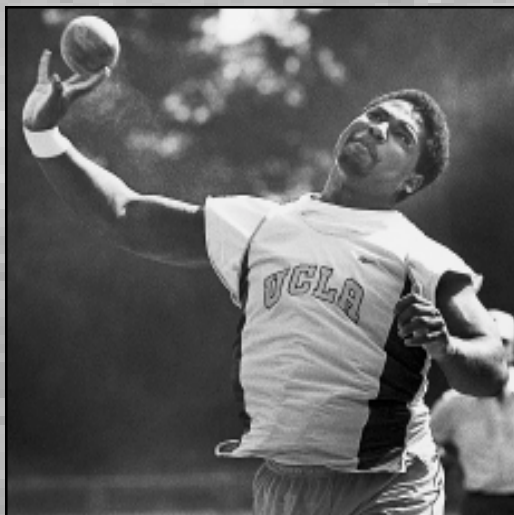


Linebacker Justin London speaks with the media

MEDIA EXPOSURE



Two-Sport Stars



Jonathan Ogden, currently an All-Pro offensive lineman with the Baltimore Ravens, won the 1996 NCAA Indoor Shot Put title and the 1995 Outland Trophy.

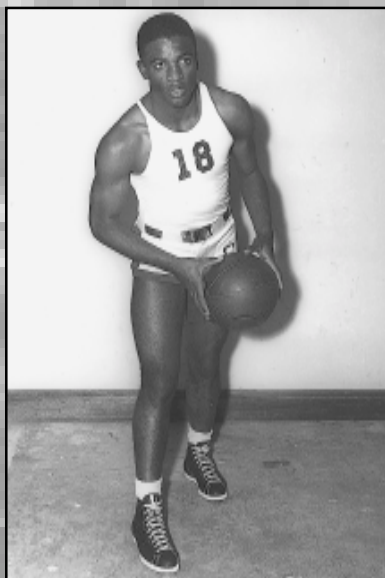
UCLA boasts a rich tradition of two-sport athletes. On this page are six football players who have participated in other sports.



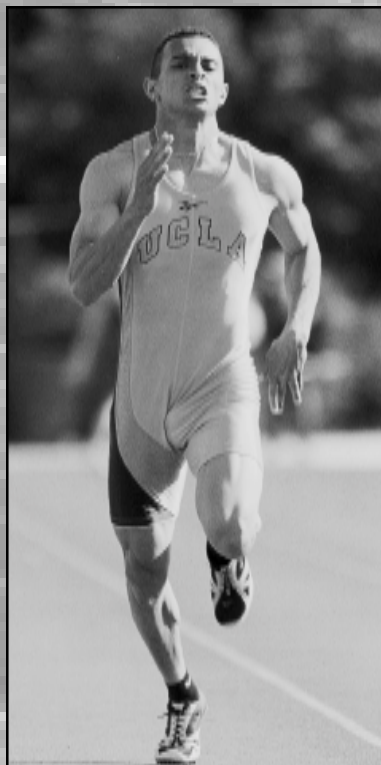
All-America Freddie Mitchell, UCLA's season receiving yardage leader, also played baseball at UCLA.



Danny Farmer, UCLA's career receiving yardage leader, won two NCAA championships in volleyball.



Jackie Robinson, the first African-American to play major league baseball, began UCLA's multiple-sport tradition, starring in football, basketball, track and field and baseball.



Defensive back Joe Hunter also was a sprinter for the Bruin track team during his career.



Running back James Owens competed in the 1976 Olympic Games as a hurdler.

UCLA IN THE NFL

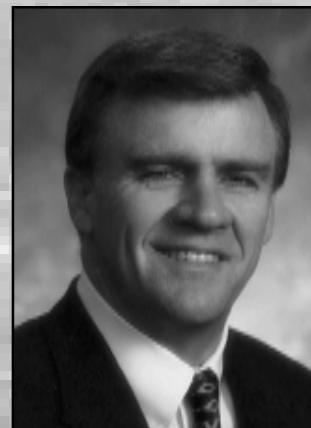
Year in and year out, UCLA is well represented in the National Football League.

In addition to being among the leaders in schools that produce NFL players, UCLA is also at the forefront in the area of former players and coaches working in the NFL with 17 NFL assistant coaches.

In addition to the men pictured on this page, former player Floyd Reese is Executive Vice President/General Manager/Director of Football Operations for the Tennessee Titans; former assistant coach Lynn Stiles is Vice President of Football Operations/Player Personnel for the Kansas City Chiefs; former recruiting coordinator Bill Rees is a national scout for the San Francisco 49ers; former assistant coach Phil Savage is Director of College Scouting for the Baltimore Ravens; former running back Eric Ball is player development director for the Cincinnati Bengals and former head coach Dick Vermeil is head coach of the Kansas City Chiefs.



Terry Donahue, General Manager, San Francisco 49ers (UCLA head coach and player)



Mike Sherman, Executive Vice President/GM/Head Coach, Green Bay Packers (UCLA assistant coach)



Carl Peterson, President/General Manager/CEO, Kansas City Chiefs (UCLA assistant coach)



Terry Tume, Asst. Director of Football Administration, San Francisco 49ers (UCLA assistant coach and player)



George Paton, Director of Pro Personnel, Miami Dolphins (UCLA player)

Current NFL Assistants Who Played or Coached at UCLA

Jacob Burney, defensive line
 Jim Colletto, offensive line
 Larry Coyer, defensive coordinator
 Irv Eatman, offensive line
 Jethro Franklin, defensive line
 Johnnie Lynn, secondary
 Larry Marmie, defensive coordinator
 Steve Marshall, offensive line
 Pat McPherson, quarterbacks
 Wayne Nunnely, defensive line
 Bob Palcic, tight ends
 Brian Pariani, tight ends
 Skip Peete, running backs
 Kennedy Pola, running backs
 Jason Tarver, asst. running backs
 Mike Wauflle, defensive line
 Ted Williams, running backs

Denver Broncos
 Baltimore Ravens
 Denver Broncos
 Kansas City Chiefs
 Green Bay Packers
 Baltimore Ravens
 St. Louis Rams
 Houston Texans
 Denver Broncos
 San Diego Chargers
 New Orleans Saints
 Denver Broncos
 Oakland Raiders
 Cleveland Browns
 San Francisco 49ers
 New York Giants
 Philadelphia Eagles

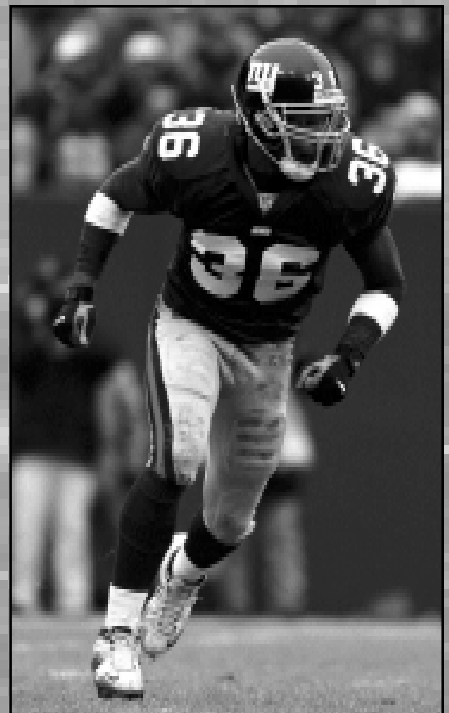
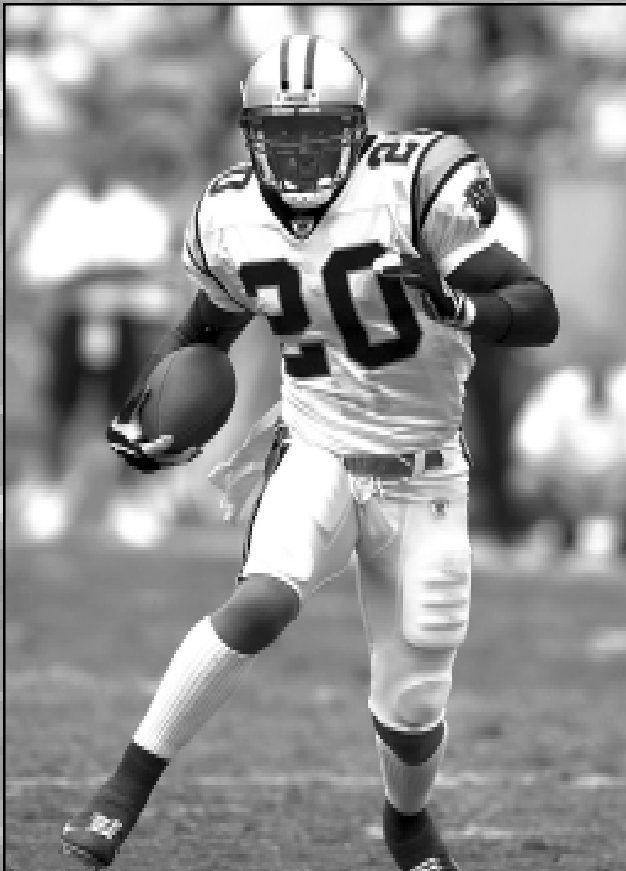
BRUINS PLAYING IN THE NATIONAL

UCLA ranks among the top college football programs in producing NFL caliber players.

UCLA had four players selected in the 2004 NFL Draft.

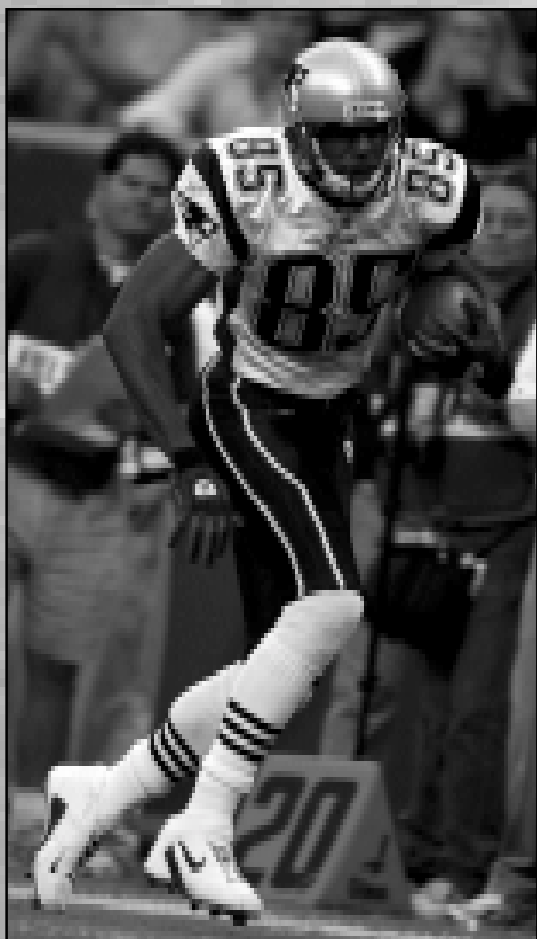
This past January, five players represented UCLA in the Super Bowl. Seven former Bruins played in Super Bowl XXVIII and eight — five Dallas Cowboys and three Buffalo Bills — played in Super Bowl XXVII, representing the largest contingent of players from one institution in a single year.

Former Bruins Floyd Reese (Tennessee) and Terry Donahue (San Francisco) are NFL general managers and numerous other former UCLA players or coaches are currently working for NFL teams.

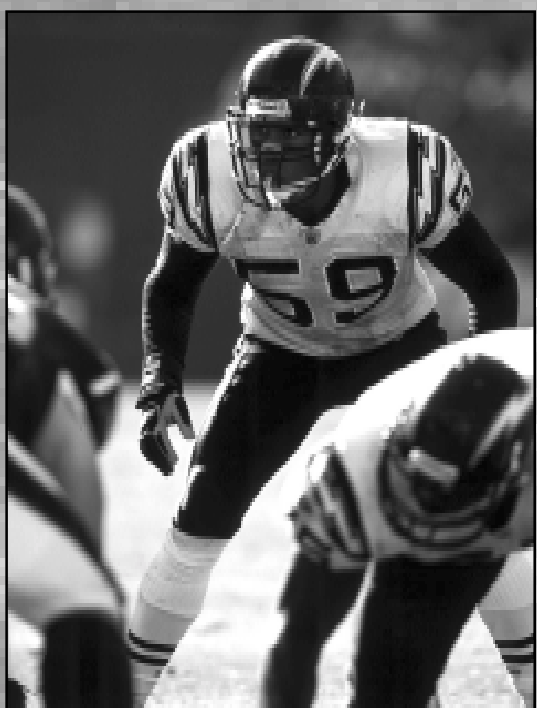


Clockwise from top: Danny Farmer, Wide Receiver, Tampa Bay Buccaneers; Shaun Williams, Safety, New York Giants; DeShaun Foster, Running Back, Carolina Panthers

FOOTBALL LEAGUE



*Clockwise from left: J.J. Stokes, Wide Receiver
New England Patriots; Ricky Manning, Cornerback,
Carolina Panthers; Travis Kirschke, Defensive
Lineman, Pittsburgh Steelers; Donnie Edwards,
Linebacker, San Diego Chargers*



BRUINS PLAYING IN THE NATIONAL

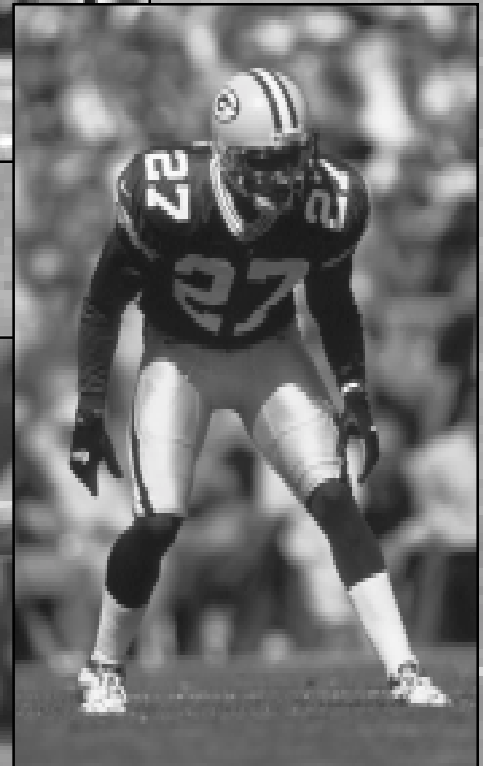
In the last 17 years, UCLA has produced 68 draft selectees, including the No. 1 pick in 1989, the No. 2 pick in 1991 and the No. 4 pick in 1996. Overall, 11 Bruins have been selected in the first round and 10 in the second round since 1988.

Pictured on this two-page spread are just a few of the National Football League players produced by the UCLA football program in the last decade.

UCLA had four players selected in the 2004 NFL Draft.

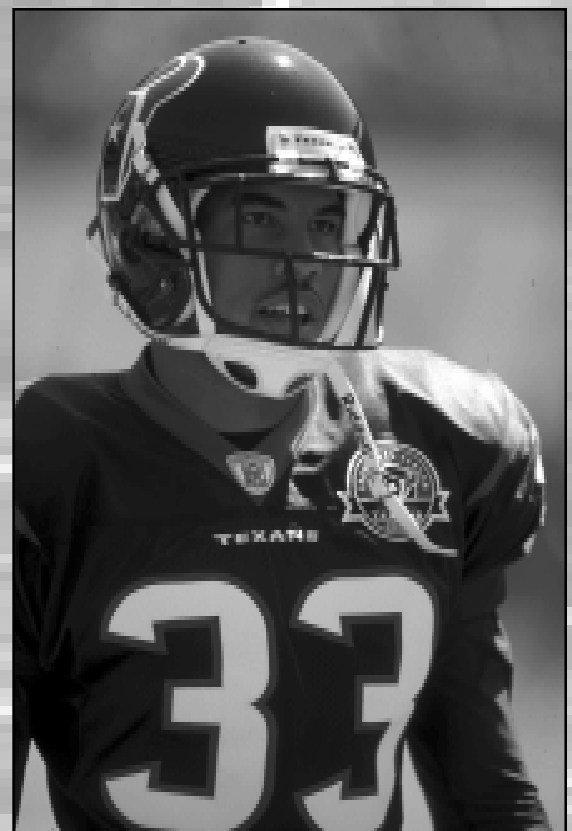
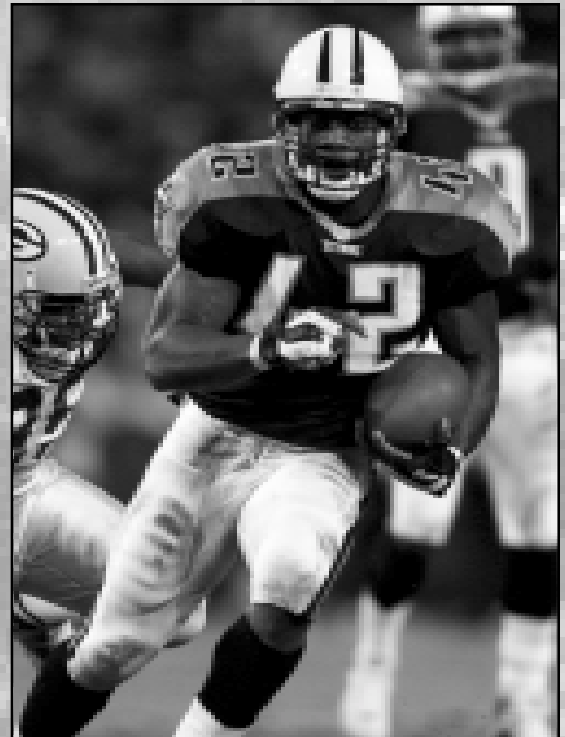
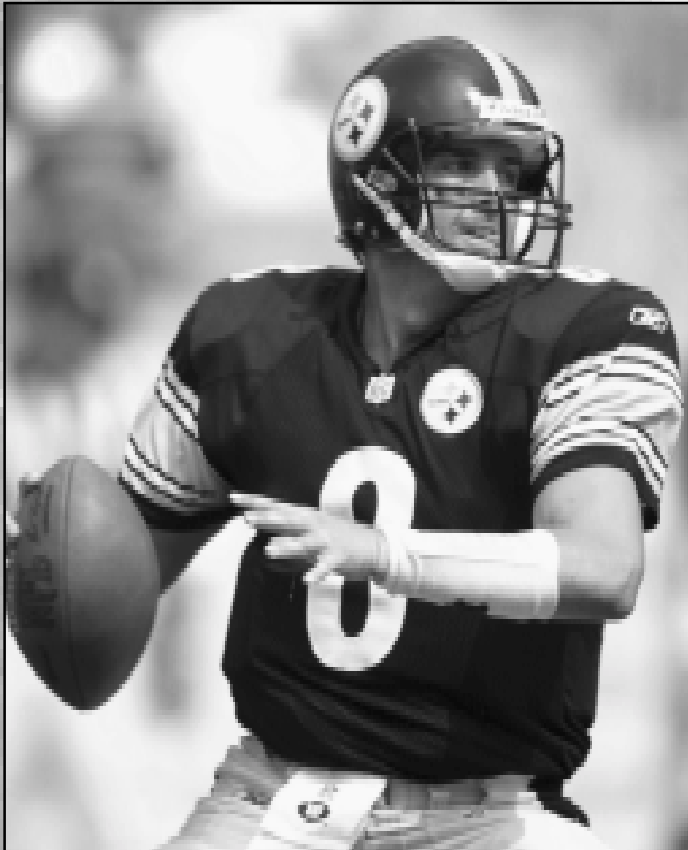


Opposite Page, Clockwise from top: Tommy Maddox, Quarterback, Pittsburgh Steelers; Skip Hicks, Running Back, Cincinnati Bengals; Jason Bell, Defensive Back, Houston Texans; Mike Flanagan, Center, Green Bay Packers



Clockwise from top: Kenyon Coleman, Defensive Lineman, Dallas Cowboys; Tod McBride, Defensive Back, Atlanta Falcons; Drew Bennett, Wide Receiver, Tennessee Titans; Marques Anderson, Defensive Back, Green Bay Packers

FOOTBALL LEAGUE



SUPER BOWL BRUINS

The players on these pages — Carnell Lake (right), Mike Lodish (lower right), Roman Phifer (middle), Brad Daluiso (far right), Troy Aikman (far right, next page), MarvCUS Patton (upper right, next page) and Ken Norton (center, next page) — represent the Super Bowl Bruins. UCLA's pro football tradition boasts a total of 52 players making 79 Super Bowl appearances, including at least one player in 24 of the last 25 Super Bowls.

This past Super Bowl, five Bruins were on the rosters of the World Champion New England Patriots — linebacker Roman Phifer and receiver J.J. Stokes — and the NFC champion Carolina Panthers — cornerback Ricky Manning Jr., running back DeShaun Foster and tight end Mike Seidman.

UCLA is the only school in the country to have five former quarterbacks play in the Super Bowl. Aikman is the only quarterback to win three Super Bowls in four years, Norton is the only man to play for three straight Super Bowl champions and Lodish is the only man to play in six Super Bowls.

Eighteen Bruins have played in at least two Super Bowls, led by Lodish (six), Patton (four) and Aikman, Norton, Randy Cross and Dave Dalby (three each).



*Carnell Lake, Secondary
Baltimore Ravens
One Super Bowl with Pittsburgh*

*Roman Phifer, Linebacker
Two Super Bowls with New England*



*Mike Lodish, Defensive Line
Six Super Bowls, Denver, Buffalo*



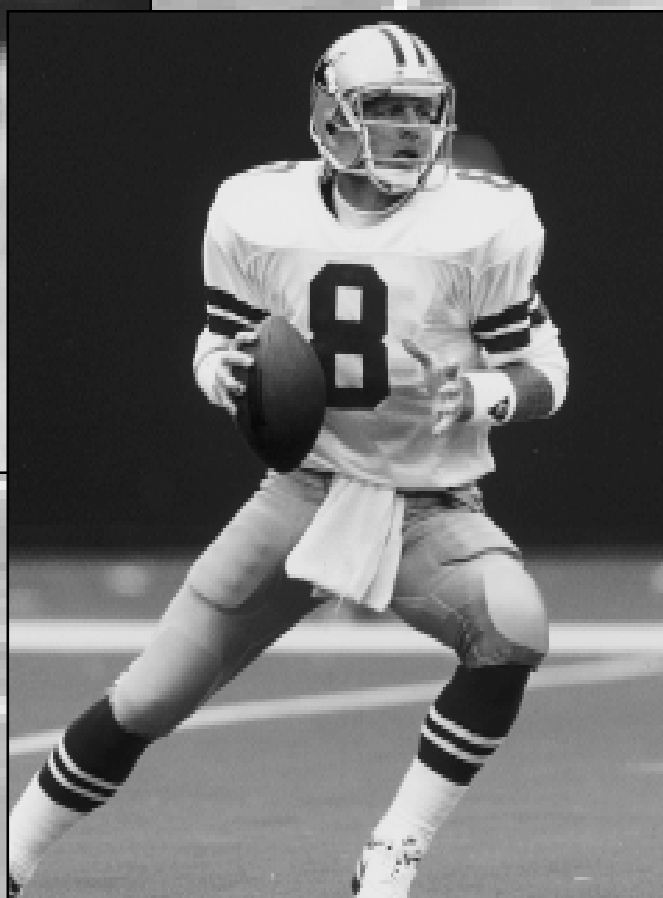
*Brad Daluiso,
Place Kicker
Two Super Bowls with
New York Giants*



*Ken Norton, Linebacker
San Francisco 49ers/Dallas Cowboys
Three Consecutive Super Bowl Victories*



*Marv Patton, Linebacker
Kansas City Chiefs
Four Super Bowls with Buffalo*



*Troy Aikman, Quarterback
Dallas Cowboys
Three Super Bowls
1993 Super Bowl MVP*