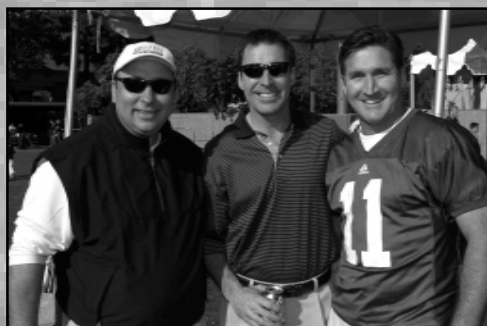


THE UCLA EXPERIENCE



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. In addition, UCLA now honors former players as honorary captains during pre-game coin flips (lower right). 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, Theotis Brown, Derek Ayers, Phillip Ward, Javelin Guidry, George Farmer, Tom Ramsey and Jerry Robinson.

MAXIMUM MEDIA EXPOSURE

- **189** live televised football games in the last 18 years - 11 in 2004 and 12 in 2003.
- **Daily** TV Coverage — Fox Sports Net West 2 has daily player and coach interviews.
- **7** local TV stations cover the football team.
- Radio broadcasts of all games on No. 1 local sports station that covers southern California, national coverage on satellite radio and the internet.
- Over **13** local newspapers cover the Bruins at the Rose Bowl.
- Over **100** Sports Illustrated covers feature current and former Bruin athletes.
- **3** local sports talk radio networks.
- **Weekly UCLA TV Magazine Show** — Airs during the football season on Fox Sports Net West 2
- **On-Campus StudentTV Station**
- **Media training** — “staged” video and print interview sessions.
- **Award-Winning Website** — uclabruins.com is one of the most recognized sites in the world



Running back Maurice Drew is interviewed following another Bruin victory



Linebacker Justin London speaks with the media

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)
Donna De Varona	Swimming	Sportscaster/Writer (ABC/ ESPN)
Maura Driscoll-Farden	Gymnastics	Sportscaster (Lifetime, ESPN)
Sean Farnham	Basketball	Sportscaster (Fox Sports West)
Lisa Fernandez	Softball	Sportscaster (ESPN)
Leslie Gudel	Rowing	Sideline Commentator (ABC)
Jack Haley	Basketball	Sportscaster (Fox Sports Net)
Roy Hamilton	Basketball	Coord. Producer (Fox Sports Net)
Mark Harmon	Football	Actor (Movies, TV)
Marques Johnson	Basketball	Actor/Sportscaster (Movies/Fox Net)
Eric Karros	Baseball	Sportscaster (ESPN)
Karch Kiraly	Volleyball	Sportscaster (NBC Sports)
Don MacLean	Basketball	Sportscaster (XTRA Sports 570)
Ann Meyers	Basketball	Sportscaster (CBS, ESPN, ABC, Fox)
David Norrie	Football	Sportscaster (ABC)
Stacey Nuveman	Softball	Sportscaster (ESPN/Fox Net)
Ron Pitts	Football	Sportscaster (Fox)
Tom Ramsey	Football	Sportscaster (Fox Sports Net)
Matt Stevens	Football	Sportscaster (Fox Sports/XTRA Sports)
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 (Television, Movies)
James Washington	Football	Sportscaster (Fox Radio)

UCLA — THE COMPLETE PACKAGE

- “UCLA has the most complete athletic program in the country” states Sports Illustrated On Campus (Apr. '05)

- The Nation’s No. 1 Combined Academic, Social and Athletic Program — Winner of more NCAA championships than any other school; one of the nation’s top research universities; only a few miles from the ocean.

- State of the Art Coach — Karl Dorrell, who demands an old-school work ethic, has been an NFL assistant and a standout offensive coordinator.

- Diligent, Talented Staff — Former college head coaches and coordinators along with NFL standout players have come together as the Bruin staff — dedi-

cated to developing great players and outstanding young men.

- Academic Support — Learning specialist, tutoring aid, counseling and general assistance which is second to none.

- The Bruin Family — 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.

- Media Rich — USA Today, Fox Sports and ESPN have offices in LA. Seven local television stations and 13 area newspapers provide unparalleled exposure.

- The Next Step — Over 30 Bruins populate NFL rosters on a regular basis. At least one



former Bruin has been in 25 of the last 26 Super Bowls and 23 of the last 24 Pro Bowls.

- Leading the Way — Jackie Robinson, first African-American to play major league baseball ... Troy Aikman, first quarterback to win three Super Bowls in four years ... Kenny Washington, first African-American to play in the NFL ... Gary Beban, Heisman winner ... Ken Norton, first player to play for three straight Super Bowl champions.

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 eight programs in the nation have won more bowl games than UCLA.

The Bruins have won 10 of their last 16 bowl appearances and their eight straight wins (from 1982-91) were one shy of the national record.

The 2004 Pioneer PureVision Las Vegas Bowl was UCLA's 26th 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 (1982-2004)

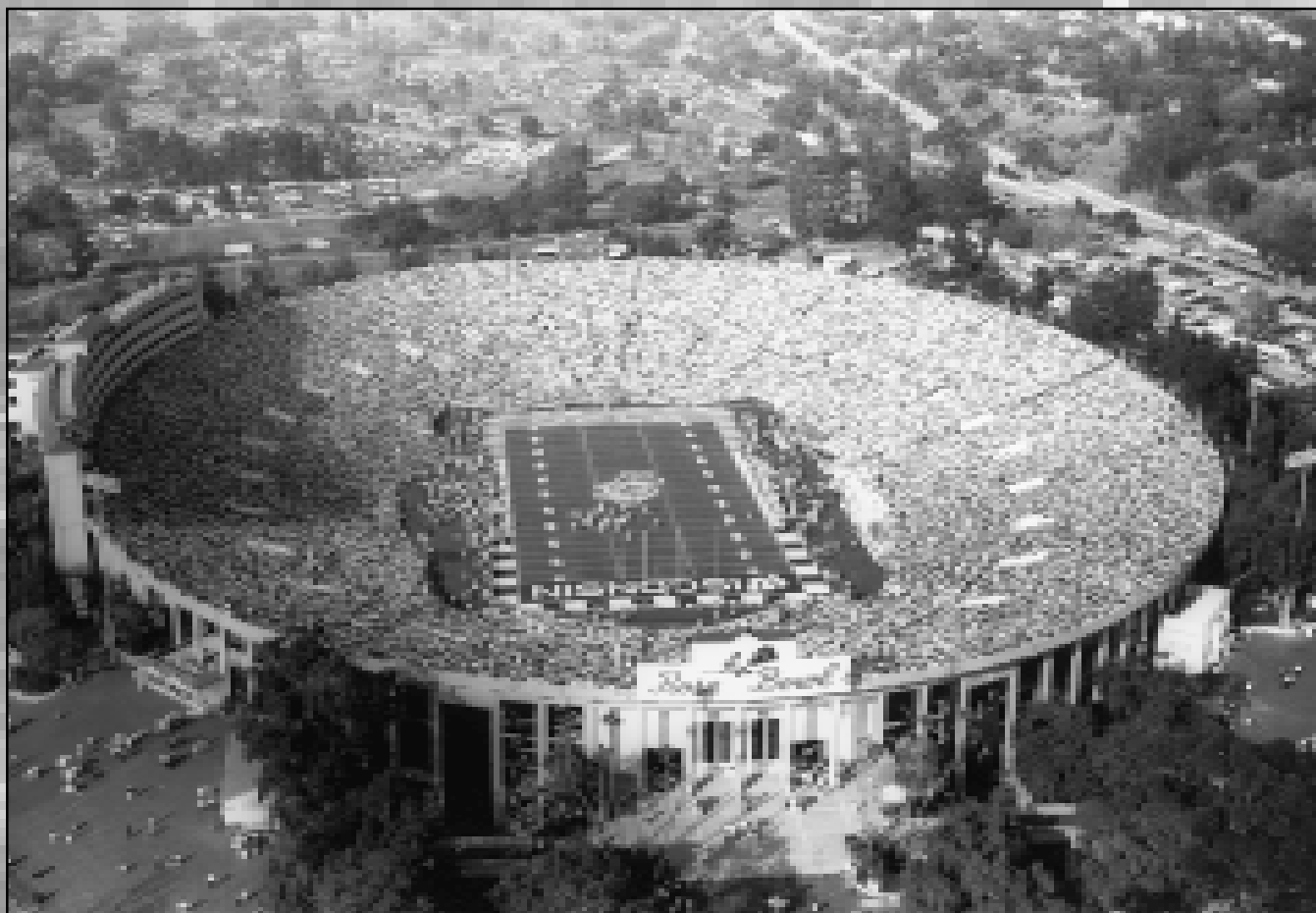
School	W	L	T	Pct.
1. UCLA	10	6	0	.625
2. Washington	9	9	0	.500
3. USC	8	8	0	.500
4. Washington St.	5	2	0	.714
Arizona	5	3	1	.611
Arizona State	5	5	0	.500
Oregon	5	7	0	.417
8. California	4	2	0	.667
9. Oregon State	3	2	0	.600
10. Stanford	2	5	0	.286

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

MOST BOWL VICTORIES — NATION (1982-2004)

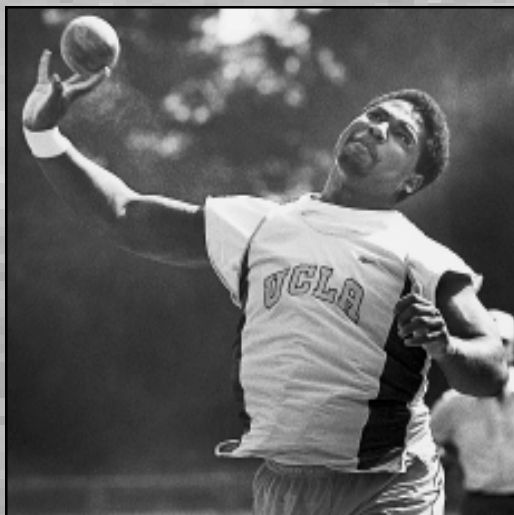
School	W	L	T	Pct.
1. Florida State	17	5	1	.761
2. Miami (FL)	13	7	0	.650
Tennessee	13	9	0	.591
4. Georgia	12	5	2	.684
Michigan	12	11	0	.522
6. Auburn	11	5	1	.676
Alabama	11	6	0	.647
Penn State	11	6	0	.647
9. UCLA	10	6	0	.625
Ohio State	10	10	0	.500
Nebraska	10	12	0	.455

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



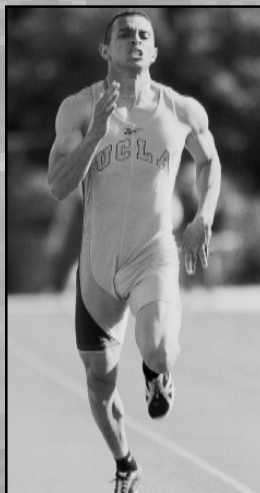
The 1999 Rose Bowl was one of UCLA's 16 bowl appearances in the last 23 years.

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.

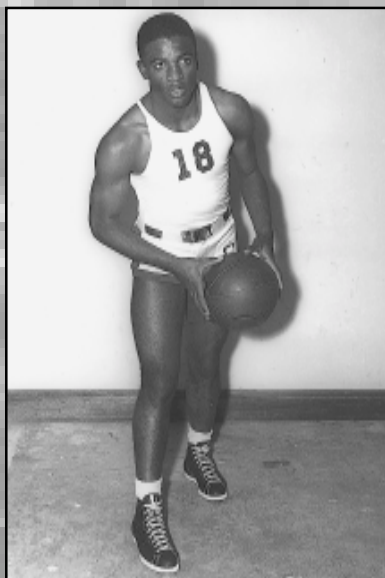
This page features six football players who have participated in other sports.



Defensive back Joe Hunter was a sprinter for the Bruin track team.



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.



Safety Jarrad Page also plays baseball at UCLA.



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

UCLA IN THE NFL

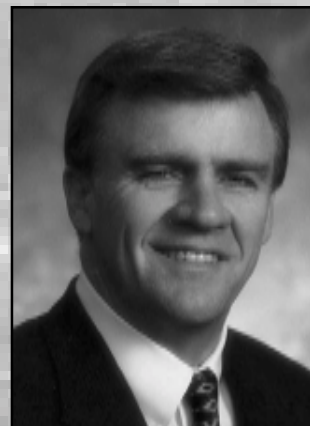
Year in and year out, UCLA is well represented in the National Football League.

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.

In addition to the men pictured on this page, former assistant coach Lynn Stiles is Vice President of Football Operations/Player Personnel for the Kansas City Chiefs; former assistant coach Phil Savage is General Manager of the Cleveland Browns; former recruiting coordinator Bill Rees is Director of Player Personnel for the Cleveland Browns; former running back Eric Ball is Director of Player Relations for the Cincinnati Bengals and former head coach Dick Vermeil is head coach of the Kansas City Chiefs.



Floyd Reese, General Manager, Tennessee Titans (UCLA player)



Mike Sherman, Head Coach, Green Bay Packers (UCLA assistant coach)



Carl Peterson, President/General Manager/CEO, K.C. Chiefs (UCLA asst.coach)



Terry Tumeay, Dir. of Football Administration, S.F. 49ers (UCLA asst.coach & player)



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

Current NFL Assistants Who Played or Coached at UCLA

Jacob Burney, defensive line
A.J. Christoff, secondary
Jim Colletto, offensive line
Larry Coyer, defensive coordinator
Irv Eatman, offensive line
Don Johnson, defensive line
Johnnie Lynn, secondary
Larry Marmie, defensive coordinator
Steve Marshall, offensive line
Pat McPherson, quarterbacks
Rick Neuheisel, quarterbacks
Wayne Nunnely, defensive line
Bob Palcic, tight ends
Skip Peete, running backs
Kennedy Pola, running backs
Kyle Shanahan, offensive quality control
Phil Snow, defensive asst.
Jason Tarver, defensive asst.
Mike Waufle, defensive line
Ted Williams, running backs

Denver Broncos
San Francisco 49ers
Oakland Raiders
Denver Broncos
Kansas City Chiefs
Chicago Bears
Baltimore Ravens
St. Louis Rams
Houston Texans
Denver Broncos
Baltimore Ravens
San Diego Chargers
New Orleans Saints
Oakland Raiders
Jacksonville Jaguars
Tampa Bay Buccaneers
Detroit Lions
San Francisco 49ers
New York Giants
Philadelphia Eagles

BRUINS PLAYING IN THE NFL

- Over **30** Bruins have reported to NFL camps in each of the last several years

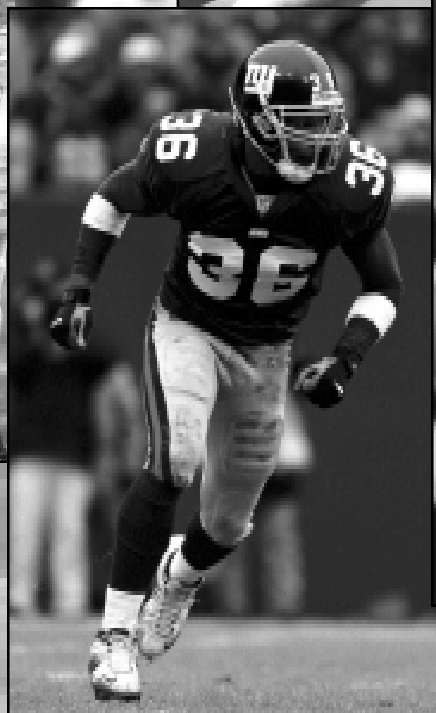
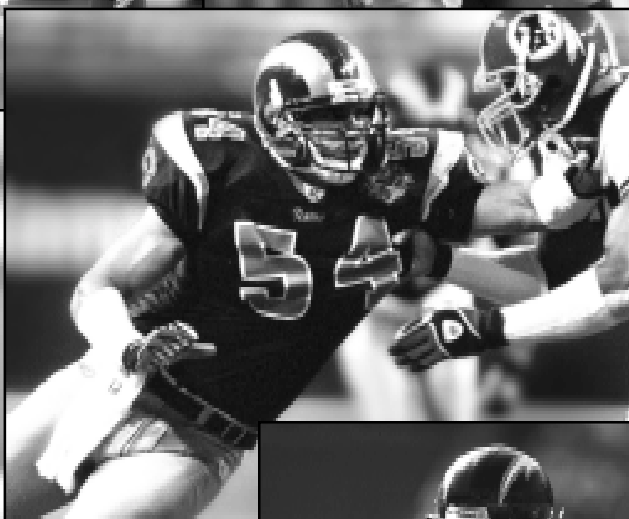
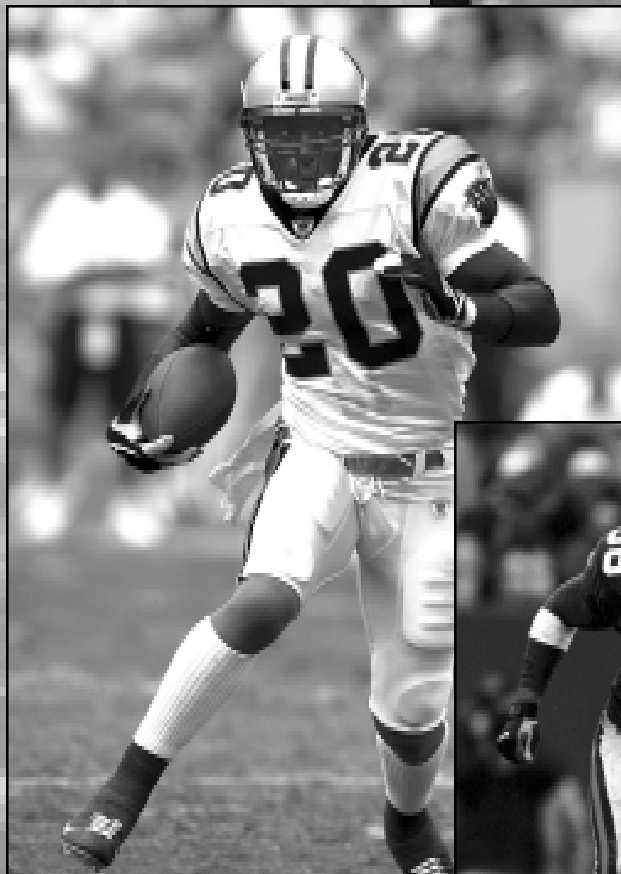
- **72** players drafted by NFL in the last 18 years

- **3** players participated in the '05 Super Bowl

- **5** Bruins in '04 Super Bowl

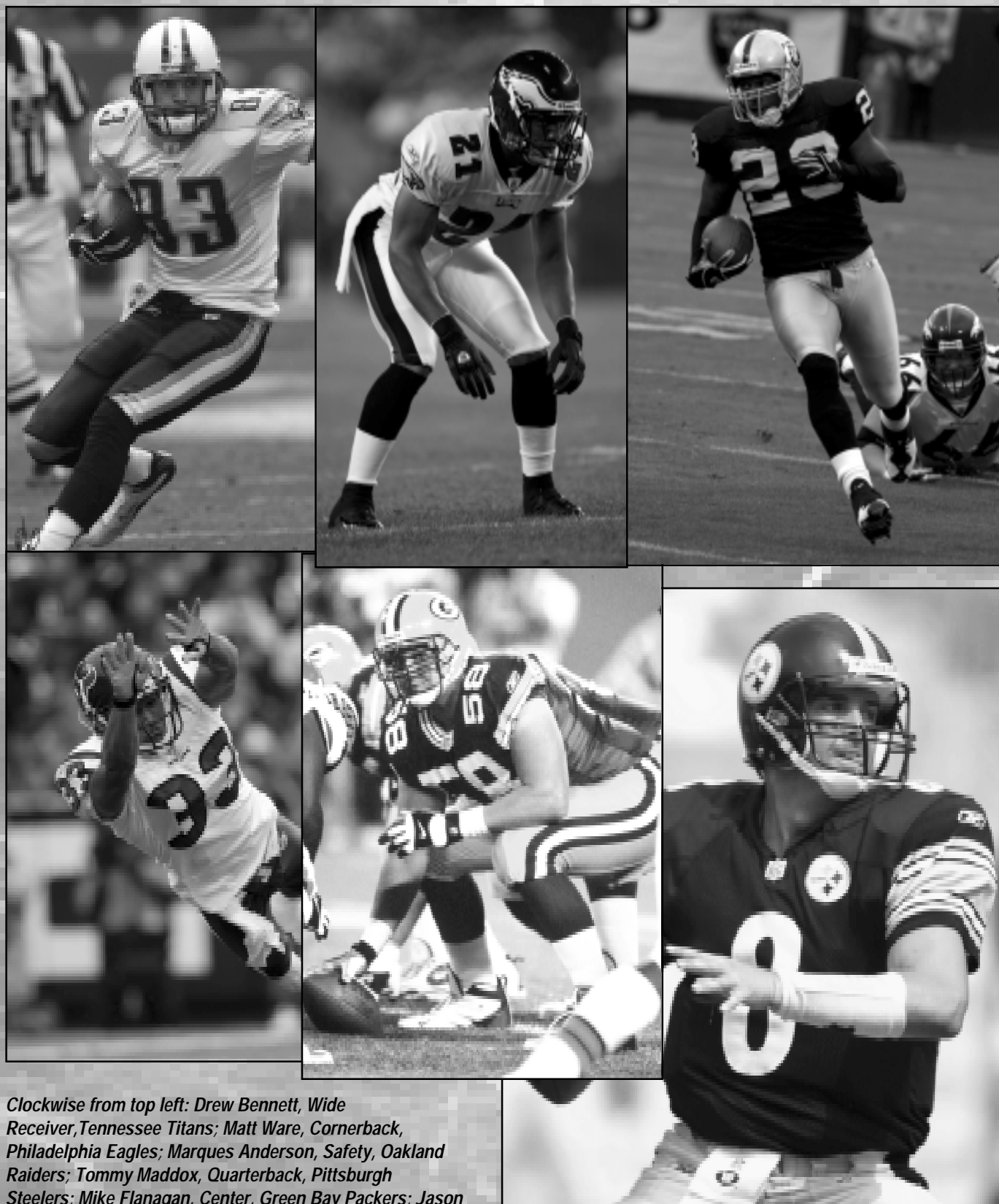
- **7** Bruins in Super Bowl XXVIII

- **8** Bruins in Super Bowl XXVII



Clockwise from top left: Ricky Manning Jr., Cornerback, Carolina Panthers; Kenyon Coleman, Defensive Line, Dallas Cowboys; Brandon Chillar, Linebacker, St. Louis Rams; Donnie Edwards, Linebacker, San Diego Chargers; Shaun Williams, Safety, New York Giants; DeShaun Foster, Running Back, Carolina Panthers

BRUINS PLAYING IN THE NFL



Clockwise from top left: Drew Bennett, Wide Receiver, Tennessee Titans; Matt Ware, Cornerback, Philadelphia Eagles; Marques Anderson, Safety, Oakland Raiders; Tommy Maddox, Quarterback, Pittsburgh Steelers; Mike Flanagan, Center, Green Bay Packers; Jason Bell, Cornerback, Houston Texans

SUPER BOWL BRUINS

• **54** former Bruins have made 82 Super Bowl appearances.

• At least one Bruin has played in **25** of the last 26 Super Bowls.

• Only school to have **5** former quarterbacks play in the Super Bowl.

• First quarterback to win **3** Super Bowls in four years - Troy Aikman.

• Only man to play in **6** Super Bowls - Mike Lodish.

• Only player to win **3** straight Super Bowls - Ken Norton.

• **18** Bruins have played in at least two Super Bowls.



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

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



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



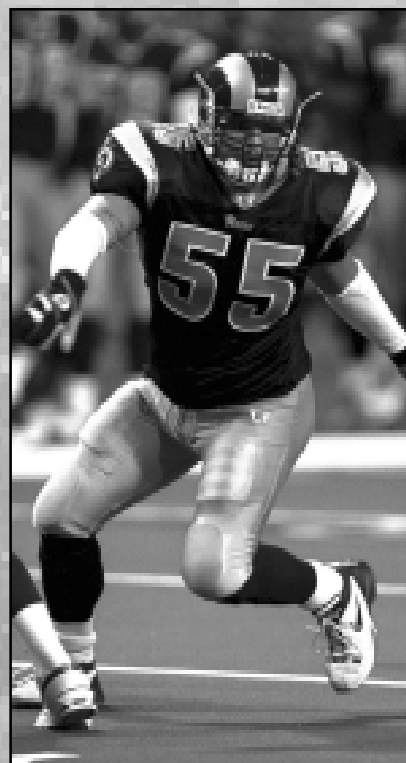
*Mike Lodish, Defensive Line
Six Super Bowls, Denver, Buffalo*

HONORED BRUINS

- **John Mackey Award** -
TE Mercedes Lewis - '04 finalist
TE Mike Seidman - '02 finalist
- **Ray Guy Award** -
P Chris Kluwe - '04 finalist
- **National Player of the Year** -
DL Dave Ball - '03 Chevrolet defensive winner; Nagurski finalist
- **Butkus Award** -
LB Robert Thomas - '01 finalist
- **Pac-10 Player of the Year** -
DE Dave Ball (defense - '03)
LB Robert Thomas (defense - '01)
QB Cade McNown (offense - '98)
- **Biletnikoff Award** -
WR Freddie Mitchell - '00 finalist
- **Unitas Golden Arm Award** -
QB Cade McNown - '98 winner
- **Outland Trophy** -
OL Kris Farris - '98 winner
OL Jonathan Ogden - '95 winner
- **Lombardi Award** -
DE Dave Ball - '03 finalist
OL Jonathan Ogden - '95 finalist
- **Three- time All-Americans** -
LB Jerry Robinson '76-78; S Kenny Easley '78-80 (only consensus three-timers in Pac-10 history)



*Jonathan Ogden, Offensive Lineman,
Baltimore Ravens All-Pro*



*Robert Thomas, Linebacker,
St. Louis Rams*

BRUIN FIRST-TEAM ALL-AMERICANS SINCE 1980

2004	Spencer Havner, LB	1992	Carlton Gray, CB
2003	Dave Ball, DE	1991	Matt Darby, SS
2001	Robert Thomas, LB	1990	Eric Turner, FS
2000	Freddie Mitchell, WR		Roman Phifer, OLB
1998	Kris Farris, OT	1989	Frank Cornish, OC
	Cade McNown, QB		Kirk Maggio, P
1997	Skip Hicks, TB	1988	Troy Aikman, QB
	Chad Overhauser, OT		Darryl Henley, CB-PR
	Chris Sailer, PK/P		Carnell Lake, OLB
	Shaun Williams, FS		Charles Arbuckle, TE
1995	Jonathan Ogden, OT	1987	Gaston Green, TB
	Karim Abdul-Jabbar, TB		Ken Norton, ILB
1994	Kevin Jordan, FL	1985	John Lee, PK
1993	J.J. Stokes, SE	1984	John Lee, PK
	Jamir Miller, OLB	1983	Don Rogers, FS
	Bjorn Merten, PK	1981	Tim Wrightman, TE
	Vaughn Parker, OT		Luis Sharpe, OT
	Craig Novitsky, OG	1980	Kenny Easley, FS
	Marvin Goodwin, SS		Freeman McNeil, TB



*Dave Ball, Defensive End
San Diego Chargers*