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KEN HARVEY JOINS THE WASHINGTON REDSKINS AS DIRECTOR OF RESPONSIBILITY

Newly-created position to manage resources aimed at promoting responsible conduct across the organization and the community

ASHBURN, VA, September 18, 2008 – The Washington Redskins today announced that Ken Harvey has been appointed Director of Responsibility, and will serve as a resource and advisor in the development of responsibility initiatives focused against education and advocacy. The former linebacker will also work with the Washington Redskins Charitable Foundation in bringing responsibility programs directly to the fans and the community at large.

“After playing in the league for many years, I believe I have an excellent read on the demands players face on a daily basis from teammates, management, friends, family and business associates,” Harvey said. “I think young people can benefit from that experience, especially young athletes.”

Head Coach Jim Zorn, said, “Ken Harvey was a great Redskin and has always conducted himself in a first class manner. He is well respected throughout the League and has always proven himself an asset to the community.”

Harvey will take a lead role in the Redskins Charitable Foundation’s “Fourth and Life” program, which brings graduating high school football players to an annual day-long event at FedExField each spring. Redskins players are on hand to discuss social responsibility and how they prepare themselves for life after the conclusion of their football careers. Harvey is also expected to be heavily involved in the foundation’s “Coaches in the Classroom” program, which funds academic “coaches” to support high school athletes in area schools.

Harvey will also oversee the team’s “Responsibility is a Team Sport” initiative. This initiative, with the support of long-time team sponsor and social responsibility advocate Diageo, is dedicated to the development and implementation of responsibility programs that address the team, players, and the community throughout the year. These programs include Safe Drive Home designated driver events and Public Service Announcements aimed at furthering awareness and education on important issues such as responsible drinking. As part of this effort, the Redskins Fan Code of Conduct was formally reiterated in a mailing to season ticket holders during the off-season to help provide a guideline for responsible fan behavior at the stadium

Diageo, the world’s leading premium drinks business with brands such as Johnnie Walker, Crown Royal and Smirnoff, has also made its global resources available to Harvey by offering him access to world-class independent professionals that will assist him as he works across the Redskins organization.

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Harvey played with the Redskins from 1994 through 1998. He started his career with the Phoenix Cardinals, who selected him 12th overall in the 1988 draft out of University of California, Berkley. Harvey was a four-time Pro Bowl selection, all with the Washington Redskins. In June 2002, Harvey was selected by fans as one of the 70 Greatest Redskins.

Washington Redskins Charitable Foundation

The Washington Redskins Charitable Foundation, the nonprofit philanthropic arm of the team, combines the influence and popularity of the Washington Redskins with the resources and assets of 33 Washington area corporations.

Founded by Redskins owner Daniel M. Snyder, the Charitable Foundation is guided by its Leadership Council that consists of 33 CEOs who help shape and define the philanthropic efforts of the Redskins to achieve a measurable impact on communities throughout the region in the areas of literacy, youth development, education, community service and health and wellness.