

INDIANAPOLIS COLTS

BILL POLIAN
VICE CHAIRMAN

September 19, 2011

Andrea Newsome
Greenleaf Book Group LLC
PO Box 91869
Austin, TX 78709

Dear Andrea,

I'm honored to supply the following endorsement for Jack Stark's book.

"Jack Stark was and is one of the most respected practitioners and pioneers in sports psychology. His first hand experience with Dr. Tom Osborne and the Nebraska Cornhusker dynasty would be achievement enough to make The Championship Formula a must read. In addition however, Jack has taken lessons from the Arena, Wall Street, The Military and everyday life in the twenty first century and applied them to championship team building. If you want to do all you can to make your team a winner read The Championship Formula."

Sincerely,



Bill Polian
Vice Chairman

BP:sk

