



**National Collegiate Athletic Association  
P.O. Box 6222  
Indianapolis, Indiana 46206-6222**

**317/917-6222  
317/917-6888 Fax**

**Facsimile Transmission**

To: Mr. David L. Fairbrothers  
Fax: 16179778403

Date: November 28, 2007  
Company: Sportspage, Inc.

From: Matt Burgemeister  
Voice:

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November 28, 2007

VIA FACSIMILE

Mr. David L. Fairbrothers  
Chief Executive Officer  
Sportspage, Inc.

Dear Mr. Fairbrothers:

I am writing in response to your letter regarding NCAA recruiting legislation. Specifically, you asked about the rules applicable to a recruiting Web site that you operate. In response to your request, the NCAA does not certify, approve or endorse any product or service; however, I am happy to explain the legislation that appears to be relevant to your business based on the information in your letter. I will address each of the elements of your business separately as you presented them, based on the regulations relevant to each.

**Educational Programs.** Educational programs related to the recruiting process are not regulated by NCAA legislation, provided the entity operates independent of NCAA member institutions. Any cooperation or agreement with an NCAA institution may lead to responsibility for compliance with NCAA legislation and should be addressed through communication with the particular institution's compliance office.

**"Storefronts."** The Web sites or "storefronts" you describe would be considered institutional Web sites under NCAA legislation, since each institution would have control over the design and content of the site. Therefore, the information made available on each site must be information that the institution could permissibly place on its own Web site. As you noted, the institution would bear the responsibility for ensuring that the content supplied for the storefront was permissible under NCAA legislation.

Regarding electronic communication between coaches and prospects, current NCAA legislation varies in each of the three divisions. Division I legislation restricts electronic communication to facsimile and e-mail. Therefore, messages from coaches would need to be sent to a prospective student-athlete's e-mail address or facsimile machine to be permissible under Division I recruiting regulations. Divisions II and III currently do not regulate electronic communication; however, both divisions will be voting on restrictions at the 2008 NCAA Convention. Also note that all communication facilitated by the storefront must conform with the first permissible date for coaches to correspond with prospective student-athletes, which varies based on division and sport.

National Collegiate Athletic Association

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P.O. Box 6222  
Indianapolis, Indiana 46206  
Telephone: 317/917-6222

Shipping/Overnight Address:  
1802 Alonzo Watford Sr. Drive  
Indianapolis, Indiana 46202

www.ncaa.org

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**Recruiting Services.** It is permissible for prospective student-athletes and institutional coaching staff members to use recruiting services throughout the recruiting process. NCAA amateurism regulations stipulate that recruiting services may distribute information about prospective student-athletes, provided the fee paid for the services is not based on the individual being placed at a specific institution, the individual receiving a scholarship offer or the value of a scholarship offer. As a general rule, legislation prohibiting preferential treatment on the basis of athletics ability would dictate that prospective student-athletes should be charged the same amount for similar services. You noted that your service will be free of service to prospective student-athletes.

Further, the services must be available to all institutions at the same price (for a given level of services). You stated that the basic level of service would be no charge to institutions.

Also note that it is not permissible for a coach employed by an NCAA member institution to endorse, serve as a consultant or participate on advisory panels for any recruiting or scouting service involving prospective student-athletes.

In closing, you are correct that institutions maintain the responsibility to comply to NCAA regulations; however, I hope this information is helpful for you in the operation of your service. Please feel free to contact me if you have additional questions.

Sincerely,

  
Matthew Burgemeister  
Coordinator of Membership Services

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