

Exhibit A

Red zone (gridiron football)

From Wikipedia, the free encyclopedia

In gridiron football, the **red zone** is the area of the field between the 20-yard line and the goal line. The red zone has no official meaning during the process of playing the game and is not generally marked on the field (although some mostly professional stadiums may have special striping for the 20-yard line). The term is mostly for statistical, psychological, and commercial advertising purposes (radio networks have been known to sell sponsorship of the red zone whenever the home team enters it). It is said to be a place where the chances of scoring are statistically higher.^[1]

Being closer to the end zone, play while in the red zone involves closer cramping of the offense and defense.^[2] The short field of play means safeties have a smaller area to worry about defending, wide receivers do not have to run as far, and passes are not thrown as far.^[3] Though the distance to the goal line is less than other parts of the field, with all defenders being crammed into a smaller space and having less room to worry about defending, advancing the ball and ultimately scoring may be more difficult.^[4] (This is less of a factor in Canadian football, where the end zones are significantly deeper and wider than the American game.)

For all but the weakest amateur kickers, the red zone is universally within field goal range, assuring that points will be scored on a drive unless the team on offense commits a turnover (either an interception or a lost fumble). As a result, ball control is a greater priority in most red zone situations.

In the "Kansas Playoff" method of settling ties, play is generally confined to the red zone.

References

- ¹ ^ Beacom, Mike. *The Complete Idiot's Guide to Understanding Football* (http://books.google.com/books?id=Z1SG10xaATwC&pg=PT54&dq=red+zone+football&hl=en&ei=m0XhTvFt5evSAebi8bEH&sa=X&oi=book_result&ct=result&resnum=3&ved=0CEkQ6AEwAg#v=onepage&q=red%20zone%20football&f=false).
- ² ^ Theismann, Joe; Tracy, Brian. *The complete idiot's guide to football* (http://books.google.com/books?id=uaQIUQyfgE0C&pg=PT50&dq=red+zone+football&hl=en&ei=m0XhTvFt5evSAebi8bEH&sa=X&oi=book_result&ct=result&resnum=2&ved=0CEMQ6AEwAQ#v=onepage&q=red%20zone%20football&f=false).
- ³ ^ Bach, Greg. *Coaching Football for Dummies* (http://books.google.com/books?id=mKOz7ITMW11C&pg=PA242&dq=red+zone+football&hl=en&ei=m0XhTvFt5evSAebi8bEH&sa=X&oi=book_result&ct=result&resnum=5&ved=0CFMQ6AEwBA#v=onepage&q=red%20zone%20football&f=false). p. 243.
- ⁴ ^ Bach, Greg. *Coaching Football for Dummies* (http://books.google.com/books?id=mKOz7ITMW11C&pg=PA242&dq=red+zone+football&hl=en&ei=m0XhTvFt5evSAebi8bEH&sa=X&oi=book_result&ct=result&resnum=5&ved=0CFMQ6AEwBA#v=onepage&q=red%20zone%20football&f=false). p. 221.

Template:American football concepts

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Categories: American football terminology | Canadian football terminology

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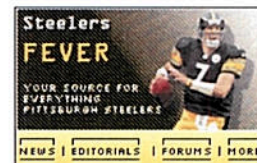
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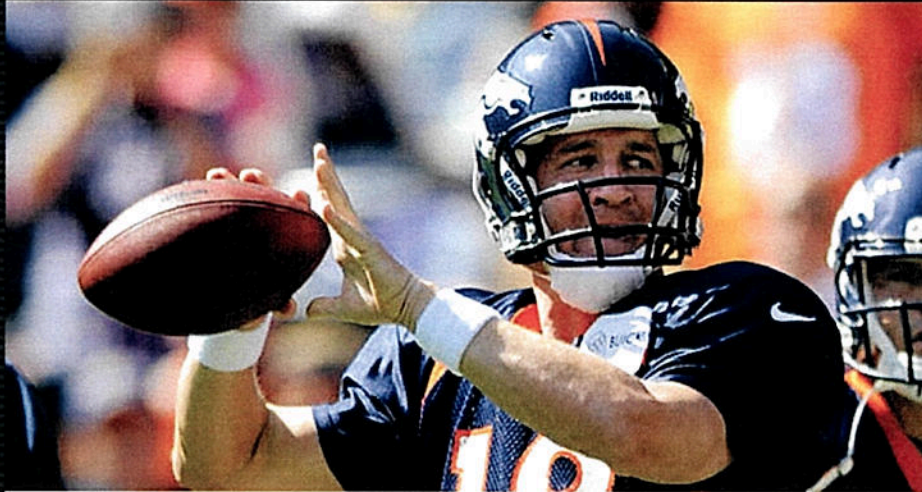
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- Anthony Spencer wants a long-term deal with Cowboys, says he wants "to be here for the rest of my career" 05/29/2013
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It's time to make your picks for Week 1 in the NFL. The good news? Don't worry about the first game between the Cowboys and Giants. As the benevolent ruler of the Red Zone, Kingadapool will give all players a free win as long as you MAKE YOUR PICKS before Sunday's first kickoff

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Go to the picks page and select "Add New Player" in the Name field. You can then select your picks for the week. If you want to join a specific conference, send your request to pool@redzonefootball.com.






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














Red Zone Updates



Red Zone Football
redzonepool

Last 20 tweets from redzonepool:

-  From web 59 days ago
redzonepool: @YardSpin I own the domain for <http://t.co/d9SwVKkXps> and am building out a site. Since you're not using it, can I have your twitter acct?
-  From HootSuite 114 days ago
redzonepool: The Flatulator wins Week 21 and BoltsCatsFinsOhMy hangs on to be Season Champ! <http://t.co/qKoWEm1O>
-  From HootSuite 125 days ago
redzonepool: Only 3 players picked both winners Sunday but 'Hello my name is' finished on top. Make picks now for the Super Bowl! <http://t.co/VQfullaU>
-  From HootSuite 135 days ago
redzonepool: Werewolf finished Week 19 4-0 for the win ahead of 3-win players LongshotLancaster, Natural Turbo and RicksburghStiller...
-  From HootSuite 142 days ago
redzonepool: AC3D held off six other undefeated players to win Week 18. Great job AC! <http://t.co/YTRe71E>

-  From HootSuite 149 days ago
redzonepool: As the only undefeated player, Blue Collar Jeff wins Survivor Pool! <http://t.co/Vrp01Ny7>
-  From HootSuite 149 days ago
redzonepool: Green Bay Goldie pulls ahead in final week to win the Margin Pool! <http://t.co/leR4iZQy>
-  From HootSuite 149 days ago
redzonepool: Buckeye and Clumsy Clayton tie to win Wk 17. BoltsCatsFinsOhMy is regular season champ! <http://t.co/3FdNYqmd>
-  From HootSuite 156 days ago
redzonepool: Turkish Bob wins Wk 16. BoltsCatsFinsOhMy pulls into the lead for the season. 8 Survivors remain and Jme still leads the Margin Pool....
-  From HootSuite 156 days ago
redzonepool: Turkish Bob, Fearmot and Bagger Boy are tied up going into the Sunday Night game. Good luck! <http://t.co/kHSyf4NB>
-  From HootSuite 163 days ago
redzonepool: Argh... Red Zone Week 15 Gitch Details online <http://t.co/iLqB1GBr>
-  From HootSuite 168 days ago
redzonepool: WHO-MJLE edges out Fearmot for the Week 14 victory! All Survivors remain and Jme is leading the Margin Pool by 69. Make your picks now...
-  From HootSuite 170 days ago
redzonepool: Fearmot and WHO-MJLE are leading Week 14 going into MNF. Tune it to see who wins! <http://t.co/UFYsC5X>
-  From HootSuite 176 days ago
redzonepool: For the second week in a row, Team CJY has won the pool. Incredible! No change in Survivors, Jme still leads the Margin. Pick now for...
-  From HootSuite 177 days ago
redzonepool: There's a big jam at the top this week with 9 players going 11-4. Good luck on MNF! <http://t.co/aXz9e9IN>
-  From HootSuite 184 days ago
redzonepool: After a wild Sunday, Team CJY and Jme will battle it out Monday for the Week 12 Crown. Stay tuned...
-  From HootSuite 187 days ago
redzonepool: It payed to pick the favorites on Thanksgiving day- 25 players finished 3-0. If you forgot to pick, make your picks now for Sunday...
-  From HootSuite 190 days ago
redzonepool: Bronco Jill went 14-0 and the the right tiebreak pick to beat NFL Freak in Week 11. Jme had another great Margin Pick and leads by 17.
-  From HootSuite 191 days ago
redzonepool: NFL Freak, Shark, and Bronco Jill go into Monday UNDEFEATED. Only one will emerge victorious- good luck! Also, pick now for Thanksgiving!
-  From HootSuite 197 days ago
redzonepool: KC BBQ had the right pick in MNF to win Week 10. Kingadapool leads the season with BoltsCatsFinsOhMy gaining. Only 10 Survivors remain...

Red Zone Information

NOTE: content on this site is for fun. There is no money gambled, exchanged, won or lost. For more information, please reference the Pool Rules or contact Kingadapool. This site is not in anyway affiliated with the National Football League or any variety of Old Spice deodorant.

Designed by Kingadapool





RED ZONE FOOTBALL ACADEMY



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Mission Statement:

Our mission at Red Zone Football Academy is improve a youth players' football skills and performance, while instilling critical values such as teamwork, leadership, confidence and hard work. These values develop personal success on the field, in the classroom, and in life. We aim to build the foundations to develop athletic potential as well as personal and social development .

Redzone's 3 Core Values:

We aim to instill the following core values in all of our programs. We've found that focusing on these aspects lead to sustained improvement in our athlete's performance and personal development.

1. **Fundamental Instruction**- teaching and mastering the lasting fundamentals that build sound football skills. These fundamentals are essential to developing advanced skill sets and sustaining success on the field.
2. **Personal Improvement**- instilling critical values such as teamwork, fun, fair play, confidence, leadership, and continued improvement physically, mentally, and socially.
3. **Success For All**- seeing that every player experiences success in our programs. Success is defined differently for each player; we take the time to ensure that players of all ability levels have success and continue to improve themselves.

Message to Parents:

At Red Zone Football Academy, we realize that you have busy schedules, many options, and little free time. When you bring your child to our facility, we understand we have a unique responsibility in assisting your child improve athletically, personally, and socially. Players who have had success within the game benefitted because of hard work, a positive attitude, fantastic leadership. It would be a mistake to overlook these intangible values which are often tied to on field success. We strive to incorporate valuable life lessons in our programs and instruction to help your child become the best football player and person they can become.

Lastly, we want to thank all of the parents for their support and the role they play in the success of Red Zone Football Academy and their children's development. We encourage every parent to get to know our staff and present any comments or questions about our services. We want to know exactly what you and your kids are looking for in order to offer the best football experience possible.

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INTHE **REDZONE**

Welcome to the Red Zone! Some of the hardest fought terrain in pro football. Now you can stay ahead of the play callers with six seasons of Red Zone data.

PICK YOUR TEAM BELOW

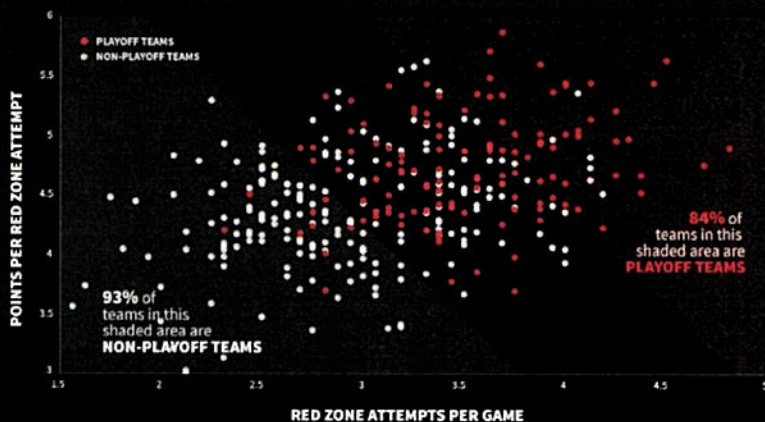
	EAST				NORTH				SOUTH				WEST			
ALL TEAMS	BUF	MIA	NE	NYJ	BAL	CIN	CLE	PIT	HOU	IND	JAC	TEN	DEN	KC	OAK	SD
UPCOMING GAMES	DAL	NYG	PHI	WAS	CHI	DET	GB	MIN	ATL	CAR	NO	TB	ARI	STL	SF	SEA

THE **REDZONE** REALITY

Wondering if your team is going to make it to the playoffs? Start by asking: **Are they making it to the Red Zone?** Let's state the obvious: performing in the Red Zone is critical for any pro football team. Most points are scored in the Red Zone, and a team needs to score to win. But here's something not so obvious: simply getting to the Red Zone is just as—if not more—important to securing a playoff berth than scoring there.

Data from the last 11 pro seasons makes this clear: teams that make it to the Red Zone often and perform well when they're there make it to the playoffs. Teams that do neither, by and large, do not. But the outliers—for example, those teams that score a lot in the Red Zone, but rarely make it there (e.g., Houston in 2003)—reveal the importance of a good defense and of controlling possession. Bottom line: teams need Red Zone trips.

If your team can get trips and put all of the Red Zone pieces together, they're on a clear path to the postseason.



CREDITS

In the Red Zone was created by the **R/GA** Data Visualization team. Our team utilizes design, technology and narrative to help our clients shape data into valuable insights and substantive stories that motivate people to action.

ABOUT THE DATA

In the Red Zone relies on data from seasons starting in 2006 through 2011, collected by **Armchairanalysis.com**. The data is estimated to be 99.8% accurate.

PREDICTING THE PLAYOFFS

Throughout the season, there's been a lot of debate about what makes a playoff-caliber offense. We've found a way to cut through the noise. Learn how red zone performance can diagnose – early and accurately – whether a team is headed to the postseason.

GET YOUR FRIENDS IN THE GAME

IN THE RED ZONE

TWEET [#intheredzone](#) TO PICK YOUR PLAYS

It's 4th and goal and your team has two receivers out wide. Where should your QB throw? Your team just lost yards rushing right up the middle on 2nd and 8 on the 16-yard line. Which is the better hole? Call plays with your followers using [#intheredzone](#)...and have the numbers to back you up.



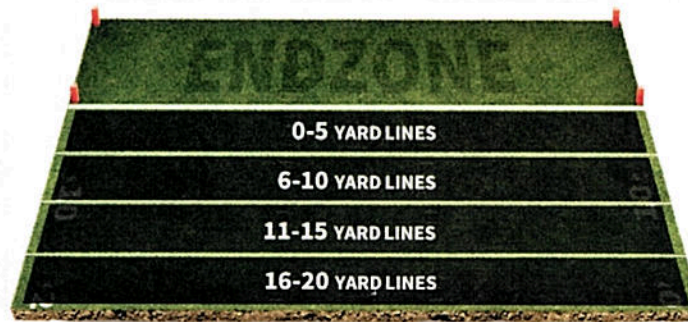
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ABOUT

THE RED ZONE

BACK TO TOP ^

The Red Zone is defined as the span of the field stretching from the defense's 20-yard line into the end zone. We split the plays into four segments from the 16-20, 11-15, 6-10, and the 0-5 yard lines (which include all plays that complete within the end zone).

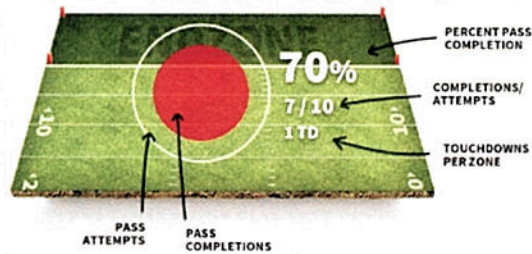


PASSING ZONES

The passing view splits the field into six zones. As the field of play shortens, the number of zones diminishes to three.

PASSING DATA

Passing data appears as two circles: the solid red circle shows completions, while the outer white ring is attempts.

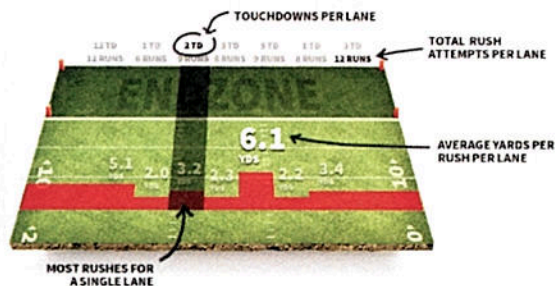
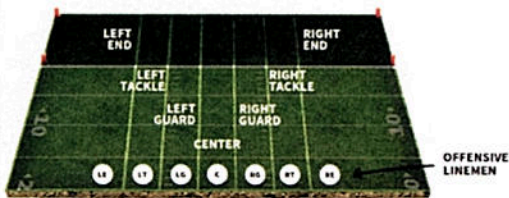


RUSHING LANES

The rushing view divides the field into the seven rushing lanes used in running plays. Each lane is named for the member of the offensive line at that position.

RUSHING DATA

Rushing data appears as solid red bars stretching from the line of scrimmage. The length of each bar indicates the average rushing yards gained per attempt for the corresponding rushing lane.



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