

For Immediate Release

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**Steinersports.com. to Offer Rare Collectibles from
All-time NFL Rushing Leader Walter Payton and Yankees All-
Star Shortstop Derek Jeter**

New York, Dec. 1--Steiner Sports Memorabilia is offering rare, limited edition collectibles from two of the greatest names in sports -- the late, great Walter Payton and Yankees All-Star shortstop Derek Jeter -- to MVP Club Members on its Steinersports.com web site, it was announced today by company chairman Brandon Steiner.

On Monday, December 6, Steiner customers who fill out a simple MVP enrollment form on the website will have the exclusive opportunity to purchase one of 72 Chicago Bears Mini-helmets signed by Walter Payton, on which he inscribed "Sweetness" and "16,726." In early 2000, rare Derek Jeter signed inscription bats will be available to these MVP Club members, as well.

"Internet distribution has been a key growth area for Steiner Sports in 1999," said Steiner president David O. Smith. "Internet sales have increased 10 fold since the relaunch of Steinersports.com this summer. It is the best way to communicate our vast and ever-changing memorabilia inventory."

Currently, MVP Club members get early notice of upcoming athlete signings, pre-signing discounts and warehouse close-out specials. "For 2000, we will be adding interactive experiences such as chats with players during signings, trivia games, memorabilia price guides, investment ideas and much more," added Smith.

According to Steiner: "Companies are utilizing our many unique signed products -- like the Payton and Jeter lines -- for client holiday gifts, sales incentives and employee rewards. We will continue to offer one-of-a-kind opportunities and develop outstanding product for this new customer base."

Steiner added that several other rare collectibles from the "Sweetness" line of Walter Payton memorabilia will be made available to MVP members in the future.

Steiner Sports is one of the fastest growing producers of hand-signed memorabilia from stars such as Ted Williams, Joe Namath, Larry Bird and Muhammad Ali. Their collectibles product line is featured on internet sites such as ESPN Online, Sportsline, AOL, Fogdog, Amazon Shops, Yahoo Stores, GiftCertificate.com and many others. Steiner Sports also specializes in matching corporations with athletes for speaking engagements, promotions, endorsements and client functions. Located in New York, Steiner Sports is a privately held firm.