



March 2, 2018

Dear Player Development Players/Families:

As a valued member of the Crew SC family I want to begin by thanking you for your participation in Crew SC Player Development. We have continually been leaders in the youth soccer community by being progressive, and we remain exceptionally proud of the culture and accomplishments that our players, families, and coaches have successfully established amidst the backdrop of an extremely competitive youth soccer landscape. Since the inception of the Crew SC Player Development in 2007, our program has enjoyed assisting in the development of:

- 105+ players who transitioned to the Crew SC Academy
- 250+ players who played collegiately
- 30+ players who have been called into U.S. Soccer Youth National Teams
- 13 Pro Players including current Crew SC team captain Wil Trapp

Over the years we have attempted to carefully balance the mission of operating our own youth club system while simultaneously attempting to grow overall brand loyalty within the broader youth soccer market. On one hand, we know that some youth clubs outside of our own system have actively chosen to not attend Crew SC matches in response to our participation in the local youth soccer market, while on the other hand we also enjoy successful working partnerships with certain local clubs who regularly encourage attendance at Crew SC matches.

We have, for some time, evaluated the merits of managing this difficult balance. We have processed feedback from local clubs who have been concerned with the existence and growth of our system. We have also received inquiries from local clubs who offered to acquire the rights to our players/families/coaches and absorb our system into their club(s). The feedback and inquiries that we received over time did not produce a viable solution, and for a variety of reasons we chose to continue the successful operation of Crew SC Player Development.

However, a combination of factors contributed to the formation of a new opportunity which we are confident will provide our players/families/coaches with the comfort of continuity and operational excellence while also serving the interests of the broader youth soccer community.

We are pleased to announce that at the conclusion of the current Spring '18 club season we will be establishing an Official Player Development partnership with a newly formed youth soccer club: Sporting Columbus. Sporting Columbus will be led by three current Crew SC Player Development employees including: Jeffrey Warren, Dave Merrick, and Geoff Starks. The newly formed partnership will transition the management and fulfillment of Crew SC's Player Development team business to Sporting Columbus, which includes the ongoing operation of youth teams (and associated retail) at the Community level for Boys/Girls ages 6-18 and Pre-Academy Elite level ages 11-18. As a result, Columbus Crew SC will not directly operate youth teams.



It is important to note that Crew SC Academy will continue to operate under the direction of Crew SC Sporting Director and Head Coach Gregg Berhalter and will remain unaffected by the newly formed partnership with Sporting Columbus.

It is also important to reinforce that club programming for the remainder of the current Spring 2018 club season will not be uninterrupted.

Columbus Crew SC and Sporting Columbus will maintain a close relationship, including certain sponsorship, ticketing, and event partnerships that will benefit Sporting Columbus' participating players/families/coaches. As part of our partnership, Sporting Columbus will also maintain close ties with Crew SC Academy. Columbus Crew SC will continue to operate our existing camp business independent from Sporting Columbus.

We would like to thank Jeremy Parkins, Senior Director of Player Development for his oversight and direction of Crew SC Player Development over the past several years. His leadership has been valuable, and he will remain with Columbus Crew SC through the transition.

Given the level of expertise and experience amongst Sporting Columbus' leadership, combined with their familiarity of our network of families and coaches, we encourage each of you to consider evaluating the opportunity to participate in the Sporting Columbus club when their tryouts begin in May '18.

As I mentioned, for us to make a change like this, there would need to be a strong fit for both Crew SC as well as the valued players and families and all those associated with Crew SC Player Development. We believe this partnership will do just that. With that in mind, we recognize this decision may provide unexpected change for players and families, however we are very hopeful that the continuity of leadership and operational excellence within Sporting Columbus will afford a smooth transition.

Thank you very much for your support of Columbus Crew SC and Columbus Crew SC Player Development.

Best,

A handwritten signature in black ink, appearing to read "AL".

Andy Loughnane
President of Business Operations
Columbus Crew SC