

MEDIA ALERT

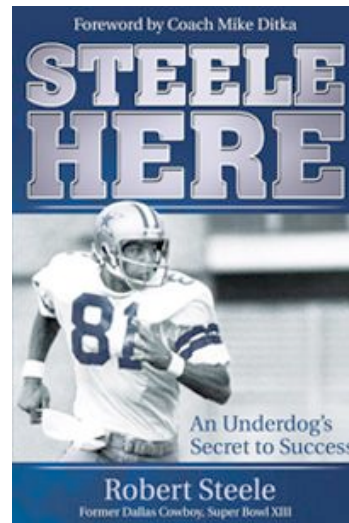
Date: September 8, 2011

Event date: September 10, 2011

Former Dallas Cowboys Receiver to Sign Copies of Success Management/Personal Growth Book

**Steele Here: an Underdog's Secret to Success
by Robert Steele**

Who: author Robert Steele
What: book signing at grand opening of Sam's Club relocation
When: 11a-2p, Saturday, September 10, 2011
Where: Sam's Club #6372, 6185 Retail Rd, Dallas, TX 75231 (214.373.3058)
Why: purchase the book and meet the author
How much: \$19.78 at Sam's Club (\$24.95 SRP)
Info: joe@jagpublicrelations.com, 707.795.9400



Meet author and business executive Robert Steele, former Dallas Cowboys wide receiver and former Georgia state legislator, on September 10 at the grand opening of Sam's Club #6372 in Dallas, Texas as he signs copies of **Steele Here: an Underdog's Secret to Success**. The hardcover edition (published August 12, 2011; ISBN-13: 978-1-61254-010-8) is an autobiographical account of an underdog who used dedication and determination to realize his dream of becoming a professional football player, and how that journey prepared him for a successful career as a business-development authority and entrepreneur.

The book describes what it was like trying to make the World Champion Cowboys in 1978 as an undrafted free agent. The story is more about the process of making the team, the dynamics of arriving at training camp as the 20th receiver out of 20, and facing odds the media called "a million-to-one chance". With a foreword by Mike Ditka, the work includes quotes from several former players and coaches such as Roger Staubach, Drew Pearson, Dan Reeves, Cornell Green and Bruce Huther as well as former VP of Player Personnel Gil Brandt.

Press copies of the book are available via joe@jagpublicrelations.com or 707.795.9400.

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