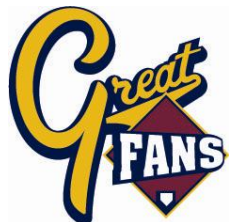




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# NEWS RELEASE

FOR IMMEDIATE RELEASE

February 12, 2010

## TRIPLE-A BASEBALL & ODDS ON PROMOTIONS EXTEND PREFERRED VENDOR PARTNERSHIP

Triple-A Baseball and Odds On Promotions today announced the extension of a relationship that began a year ago and has Odds On Promotions designated as the Preferred Vendor to provide coverage for insured promotions in Triple-A ballparks throughout the 2010 baseball season.

Based in Reno, NV, Odds On Promotions is a full service promotions company, program administrator, and purchasing group that is licensed to provide insurance coverage for contests and promotions in all 50 states. Coupled with its parent company, Hole In One International, Odds On Promotions insures over 15,000 contests and promotions worldwide each year. Established in 1991 and celebrating its 20<sup>th</sup> anniversary this year, the company has insured over 200,000 events and paid over \$30,000,000 in claims.

“The initial year of Triple-A Baseball’s relationship with Odds On Promotions could not have gone any better,” said Pacific Coast League President Branch Rickey. “Our clubs are masters at developing fun and unique opportunities that add value to the fan experience at the ballpark and we have found Odds On Promotions to be the right partner to support these efforts.”

As part of this on-going relationship Odds On Promotions will not only be providing preferred pricing to the Triple-A teams, but will also provide support for existing promotions and contests and work with the teams in the development of new promotional concepts. Sports Promotions Specialist Linda Thomson will continue to service the Triple-A Baseball account and said, “I’m looking forward to another great year with Triple-A Baseball and have lots of new and exciting ideas to help teams pitch sponsorship opportunities to corporate partners and keep fans excited about the games!”

Triple-A Baseball, consisting of two leagues at Minor League Baseball’s highest classification, is comprised of 30 teams throughout the United States which develop talent for Major League affiliates while providing affordable entertainment for fans of all ages. The classification exceeded 14 million fans for the third consecutive season in 2009 when the teams collectively sold over 14.2 million tickets while Minor League Baseball as an industry topped out at over 41.6 million tickets sold.

“We could not be more pleased with the way things went during the first year of our relationship with Odds On Promotions. Linda Thomson and her colleagues demonstrated that they understand the needs of the clubs and that they were able to successfully address these needs. *Odds are* that this relationship will last well into the future,” said International League President Randy Mobley.

***For additional information:***

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