

MIKE PIAZZA TO CONDUCT BASEBALL CLINIC IN BERLIN

Berlin, Germany. November 8, 2002 – ITMS Sports announced today that perennial All-Star Catcher Mike Piazza of the New York Mets will conduct a youth baseball clinic at the John F. Kennedy School in Berlin, Germany on Tuesday, November 12 as part of Major League Baseball's game development initiatives in Europe.

Piazza will conduct a clinic for 20 youth baseball players, ages 10-13. The 20 players, from regions throughout Germany, are participants in Play Ball!, one of the premiere game development programs operated by Major League Baseball. Piazza will provide hitting instruction and will throw batting practice during the one-hour clinic.

Baseball is one of the fastest growing sports in Germany. The German Baseball Federation (DBV) currently includes 500 clubs with more than 30,000 members. There are currently three players from Germany -- Simon Guhring, Michael Franke and Tim Henkenjohann -- under contract to Major League Baseball organizations. Guhring, who will join Piazza at the clinic in Berlin, is in the Milwaukee Brewers minor league system, as is Franke. Henkenjohann is in the Minnesota Twins system.

The foundation for Major League Baseball's game development initiative in Germany is Play Ball!, which is comprised of three individual programs – the Play Ball! Schools Program, the Play Ball! Roadshow and the Play Ball! League. The three individual programs complement one another to provide the maximum reach and impact possible.

The Play Ball! Schools Program has been part of the curriculum in German schools for seven years. The program, geared for kids ages 10-13, reached 80,000 students in more than 850 individual schools in 2002.

The Play Ball! Roadshow is a travelling baseball festival that gives kids and adults the opportunity to come into contact with the game of baseball. The Play Ball! Roadshow features pitching tunnels, batting machines and other baseball-themed attractions. The Play Ball! Roadshow makes visits to schools throughout Germany in support of the Play Ball! Schools Program and is also used a large scale public festivals and events throughout Europe. The Play Ball! Roadshow will be set up at the John F. Kennedy School as part of Piazza's visit.

The Play Ball! League, introduced in Germany in 2001, provides an opportunity for baseball participation outside the school system. The Play Ball! League assists German baseball clubs by providing youth start-up leagues through which the German baseball clubs can recruit new members. There are currently 10 Play Ball! Leagues in Germany. German Baseball Federation clubs in cities with Play Ball! Leagues have been able to recruit nearly 40 percent of the Play Ball! League participants to club teams. Six more Play Ball! Leagues will be added in 2003.

Major League Baseball is focused on growing the game of baseball globally through game development, broadcasting, special events, sponsorship and licensing. In Germany, Major League Baseball is represented by ITMS Sports, a subsidiary of ITMS Marketing, a fully integrated communications group offering clients a wide range of marketing services. ITMS Sports offers worldwide expertise across major sports and event marketing disciplines: athlete representation, integrated event management, marketing consulting and sponsorship fulfilment.

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