



BURGER KING, YAM! AND FOX KIDS TO SPONSOR MLB'S PLAY BALL! IN BASEBALL YOUTH PROGRAMS IN 2005

Frankfurt, Germany. May 24, 2005 – ITMS Sports, Major League Baseball's representing agency for Germany, is proud to announce the official Play Ball! partners for the 2005 season. While returning main sponsors Burger King and Fox Kids are back for their fourth, respectively second year, new media partner Yam! is a first time sponsor of MLB's official youth development program this year.

Leading the pack of prominent partners is fast food giant Burger King. In its fourth year, the successful partnership between two of the world's most recognizable brands will progress by yet another step with the addition of live baseball events at selected Burger King restaurants throughout Germany. Hosted jointly by the MLB Roadshow and Burger King, exciting event modules, surprise sweepstakes and various coupon activities will present fans with a unique opportunity to experience the American flavor of Major League Baseball and Burger King. As in years past, a special Play Ball! tray liner series will promote the two partners' promotional activities in over 500 restaurants in Germany.

Also returning as a main sponsor is Fox Kids. After a successful start in 2004, the youth channel and MLB are set to further expand their co-promotional activities in 2005. Once again, Fox Kids is looking to be Play Ball's preferred partner for online sweepstakes, a role it fulfilled admirably in 2004. Last year, over 500 children participated in MLB's inaugural online baseball challenge.

Fresh on board is Play Ball!'s new media partner Yam! Germany's premier youth lifestyle magazine complements Play Ball!'s list of partners along with equipment sponsors Rawlings, Wilson, Majestic, Franklin and New Era.

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