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MAJOR LEAGUE BASEBALL PROPERTIES SELECTS SCARBOROUGH SPORTS MARKETING FOR CONSUMER AND FAN RESEARCH SERVICES

Ability to drill into consumer data to provide MLB new fan insights locally, regionally, and nationally.

CHICAGO-September 8, 2003--Scarborough Sports Marketing, the leading provider of local, regional and national consumer behavior information, announced today that Major League Baseball Properties (MLBP) has selected them for consumer and fan research services. Through the contract, MLB will utilize Scarborough's Multi-Market database, a service that aggregates 75 local market studies, measuring over 200,000 adults annually. MLB will have access to the breadth of sports consumer information that Scarborough measures, adding a new dimension to sales and marketing initiatives.

"Understanding our fan base is crucial to the continued growth of Major League Baseball. This relationship with Scarborough will help us capture detailed information about baseball fans on various levels, which will provide great value in our marketing and sales efforts," said Tim Brosnan, Executive Vice President, Business, Major League Baseball. "As we continue with the 2003 season and beyond, we look forward to working with Scarborough to develop strategies that will help further our position in the sports and entertainment marketplace."

"Major League Baseball is undeniably one of the preeminent sports leagues in the U.S., and Scarborough's extensive experience in sports marketing will help further their prominent position," said Howard Goldberg, Senior Vice President of Scarborough Sports Marketing. "Our professional baseball measures will provide powerful insights

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into current and future MLB fans and assist with branding, corporate sponsorships, and affinity marketing.”

Selecting Scarborough Sports Marketing for consumer and fan research will enable MLB to drill deeply into current and prospective fan information. Scarborough’s most recent study classifies 64% of American adults as Major League Baseball fans*. The data reflects the widespread appeal of Major League Baseball, with fans being drawn in close to equal proportions from virtually every major demographic group, including all ages, income levels, ethnicities, and educational backgrounds.

Major League Baseball, using Scarborough Sports Marketing data, will also have the ability to examine their fans based on their avidity to the league allowing MLB to more precisely target their die hard fans. “Loyal” MLB fans, defined as those who are “very” or “somewhat” interested in MLB, comprise over half (55%) of the larger fan base. According to the latest Scarborough study, Loyal MLB fans who access the Internet are more than twice as likely to visit the league web site (<http://www.mlb.com>) than the average fan. Additionally, they have team spirit, since they are 48% more likely to purchase MLB logo apparel than the average fan.

** MLB fans are defined as adult (18+) consumers who in the past year, attended a game, viewed a game on cable or broadcast television, or listened to a game on the radio; or characterized their level of interest in MLB as “very,” “somewhat,” or “a little bit.”*

Based on Scarborough Multi-Market 2002 Release 2 (12 Months Only).

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About Scarborough Sports Marketing

Scarborough Sports Marketing measures local and national consumer and lifestyle information by interviewing over 200,000 adults (18+) in 75 top U.S. markets including all professional sports markets. Scarborough sports measurements include fan avidity; multi-media measures including sports viewing and listening; corporate sponsorship information including fans' shopping and product/service usage; and leisure activities. Scarborough delivers twice-yearly updates of its local market reports to a diverse client base, spanning all major media, advertisers and their agencies. Scarborough Sports Marketing is a division of Scarborough Research, a partnership of Arbitron Inc and VNU.

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