

ballpark



MAJOR LEAGUE BASEBALL®

THE OFFICIAL INTERNATIONAL NEWSLETTER OF MAJOR LEAGUE BASEBALL ☆ 2008 ALL-STAR PREVIEW

All-Stars Will Shine in the City That Never Sleeps



IN ITS FINAL YEAR OF EXISTENCE, YANKEE Stadium will host the 2008 Major League Baseball All-Star Game. All Stars from the American and National Leagues will compete on July 15 for home field advantage in the World Series before thousands of fans from around the world.

As a gesture to the history of Yankee Stadium, MLB will conduct a special pre-game ceremony prior to the 79th All-Star Game that will feature the largest gathering of baseball stars ever. More than 40 Hall of Famers, including Hank Aaron, Yogi

Berra, Bob Feller, Whitey Ford, Willie Mays, Cal Ripken Jr. and Frank Robinson, are scheduled to be celebrated in baseball's Cathedral in the Bronx during its farewell season.

Throughout All-Star Summer, MLB will be partnering with the Natural Resources Defense Council (NRDC) to conduct the greenest event in All-Star history. In an effort to highlight environmental awareness, MLB and the NRDC will be handing out and selling reusable All-Star tote bags, sponsoring an Eco-Play playground build, investing in renewable energy offsets and shuttling

Continued on page 2



The second edition of the world's premier international baseball tournament has been set for March 2009 and anticipation is already running high among players and fans from around the world.

A testament to the truly international flavor of the event, the entire first round of the 2009 World Baseball Classic will be held outside of the United States, in four elite baseball-playing nations. The event will begin with Pool A competing in Tokyo, Japan; Pool B will play in Mexico City, Mexico; Pool C will be held in Toronto, Canada; and San Juan, Puerto Rico will be home to Pool D. The eight advancing teams will compete in two pools of four in Round 2 with the top two teams from each second round pool moving on to the thrilling Championship Weekend.

Venues for Round 2 and the Finals will be announced in the coming weeks. For more information on the World Baseball Classic, please see the special centerfold on pages 4 and 5.



BALTIMORE ORIOLES
Adam Jones
Nick Markakis
George Sherrill



BOSTON RED SOX
Daisuke Matsuzaka
David Ortiz
Manny Ramirez



CHICAGO WHITE SOX
Orlando Cabrera
Joe Crede
Javier Vazquez



CLEVELAND INDIANS
Victor Martinez
C.C. Sabathia
Grady Sizemore



DETROIT TIGERS
Miguel Cabrera
Magglio Ordonez
Edgar Renteria



KANSAS CITY ROYALS
David DeJesus
Jose Guillen
Gil Meche



LOS ANGELES ANGELS OF ANAHEIM
Vladimir Guerrero
Torii Hunter
Francisco Rodriguez

ALL-STAR WEEK SCHEDULE OF EVENTS



DHL All-Star FanFest
Jacob K. Javits
Convention Center
Friday, July 11 - Tuesday, July 15



Taco Bell All-Star Legends & Celebrity Softball Game
Yankee Stadium
4PM, Sunday, July 13



Gatorade All-Star Workout Day
Yankee Stadium
Monday, July 14



79th All-Star Game
Yankee Stadium
8PM, Tuesday, July 15



XM All-Star Futures Game
Yankee Stadium
1PM, Sunday, July 13



All-Star Game Red Carpet Parade
Presented by Chevrolet
Sixth Avenue
2PM, Monday, July 14



State Farm Home Run Derby
Yankee Stadium
8PM, Monday, July 14



JAPAN SERIES



On March 25, Major League Baseball opened the 2008 Championship Season in Tokyo, Japan, in front of sell-out, capacity crowds of 45,000. Ricoh served as proud presenting sponsor of *Japan Opening Series 2008*, which featured the 2007 World Series Champion Boston Red Sox beginning their title defense in a two-game set against the Oakland Athletics. *Ricoh Japan Opening Series 2008* marked the third time the MLB regular season has opened in Japan, and the fifth time the season has opened outside of the U.S. and Canada.

MLB CLUBS SAY "NI HAO" TO CHINA



The Los Angeles Dodgers and San Diego Padres competed in the first-ever MLB games played in China on March 15 and 16, in an event hosted by the China Baseball Association (CBA). MLB China Series 2008, an unprecedented showcase for the sport of baseball in China, was held before sell-out crowds at the 12,000-seat Wukesong Baseball Field in Beijing, the host venue for baseball during the 2008 Olympic Games. Both teams experienced China's unique culture and landmarks, such as climbing the Great Wall (see the Friar and Trevor Hoffman, above).

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fans in clean air hybrid buses.

The city of New York will pay homage to All-Star week by illuminating one of the most recognizable buildings in the world: the Empire State Building will be lit in red, white and blue from Friday, July 11 to Sunday, July 13 and on Tuesday, July 15. An honor recognized the world over, baseball was first honored by the Tower lighting in 1977, when

blue and white lights flashed to announce that the Yankees had won the World Series.

While the All-Star Game serves as the centerpiece, All-Star week will once again feature an array of fan-friendly events including: DHL All-Star FanFest; XM All-Star Futures Game; Taco Bell Legends and Celebrity Softball Game; Gatorade All-Star Workout Day; and the State Farm Home Run Derby.

SPONSORSHIP



TICKETS TO THE 2008 ALL-STAR GAME AT YANKEE STADIUM: PRICELESS!

MASTERCARD'S YEARLY ALL-STAR GAME PROMOTION WILL once again take lucky winners from Puerto Rico and the Dominican Republic to the Midsummer Classic. By using their MasterCard on any purchase, consumers will automatically be entered into the sweepstake to win this priceless trip to "The House that Ruth Built." The campaign will be supported with TV, radio and print advertising.

MLBI BANKS ON BHD IN THE DOMINICAN REPUBLIC

BANCO BHD HAS SIGNED ON TO BE THE OFFICIAL BANK of MLB in the Dominican Republic from 2008-2012. Through the sponsorship, Banco BHD will be supporting MLB initiatives on the island and offering MLB-branded debit and credit cards in one of the most baseball-crazed countries in the world. Moving forward, Banco BHD will sponsor official All-Star Game balloting in the country and will continue its support of MLB's RBI program in the Dominican Republic.



EMC GOES ON FIELD

MLBI FORMED AN EXCITING PARTNERSHIP WITH EMC Corporation, a world leader in information infrastructure solutions. EMC, an official partner of the Boston Red Sox, showed their support for Ricoh Japan Opening Series 2008 with sleeve patches

on the Red Sox uniforms, marking the first-ever corporate logo on the team uniform. EMC ran an ad campaign leading up to the opening series on the Tokyo Metro Marunouchi Line. EMC will continue to be a valuable partner throughout the 2008 season.



FANS IN CANADA, MEXICO & P.R. SEND STARS TO NYC

MLBI HAS ONCE AGAIN PARTNERED WITH VALUABLE international sponsors to run All-Star balloting promotions outside of the United States:

CANADA For the third consecutive year, Rogers Personal TV sponsored the balloting program in Canada, which began May 2 and ran through June 24. Signage and ballot boxes were strategically placed throughout the Rogers Centre, home of the Toronto Blue Jays, to remind fans to cast their ballots.

MEXICO Grupo Modelo, entering its fourth year as an MLB sponsor, will be distributing over 300,000 ballots across Mexico in the 2008 All-Star Game ballot program, which will feature their Pacifico Clara brand.

PUERTO RICO DirecTV will be the Official Sponsor of the ballot program in Puerto Rico, issuing more than 250,000 ballots through its sales centers and customer service locations in the hopes of helping beloved Puerto Rican MLB stars make it to Yankee Stadium.



VENEZUELA FEELS MAJOR LEAGUE EXCITEMENT WITH MALTIN!

MLB ADDS MALTIN POLAR, ONE OF THE MOST important sports sponsors in Venezuela, to its roster of international partners. Maltin Polar, the Official Malt Beverage of MLB in Venezuela, has signed a two-year agreement with MLB.

This market leader will be aggressively activating their sponsorship in baseball-obsessed Venezuela by executing promotions to take winners to the 2008 All-Star Game and World Series!



STATE STREET & MLBI: A WINNING TEAM

AS PART OF THE JAPAN OPENING SERIES FESTIVITIES, State Street held a kids baseball clinic on March 24 at the Tokyo Dome for 150 Japanese kids. The participants received instructions on hitting, pitching and base running from Boston Red Sox and MLB coaches. Red

Sox manager Terry Francona welcomed the kids to the clinic, and special guest star Boston relief pitcher Hideki Okajima participated at every instructional station with the kids. Also, every participant of the clinic was able to take a commemorative photo with the World Series Trophy.



MINNESOTA TWINS
Joe Mauer
Justin Morneau
Joe Nathan



NEW YORK YANKEES
Mariano Rivera
Alex Rodriguez
Chien-Ming Wang



OAKLAND ATHLETICS
Emil Brown
Bobby Crosby
Rich Harden



SEATTLE MARINERS
Erik Bedard
Adrian Beltre
Ichiro Suzuki



TAMPA BAY RAYS
Carl Crawford
Scott Kazmir
Carlos Pena



TEXAS RANGERS
Milton Bradley
Josh Hamilton
Michael Young



TORONTO BLUE JAYS
Roy Halladay
Alex Rios
Matt Stairs

TEAMS

POOL A
Tokyo,
Japan



China



Chinese
Taipei



Japan

K

KOREA

POOL B
Mexico City,
Mexico



Australia



Cuba



MEXICO



SOUTH AFRICA

WORLD BASEBALL CLASSIC



TEAMS REPRESENTING THE LEADING BASEBALL playing countries and territories from every corner of the globe have been invited to participate in the 2009 World Baseball Classic. Each team discovered their initial tournament opponents as pools for the first round of games were announced at a press conference on March 24 in Tokyo, Japan. Teams were ranked and assigned to pools in order to ensure a balance of competitive strength, to play off of national rivalries and to provide geographic proximity to their homeland and sizeable overseas fan base.

Round 1 Host Venues Span the Globe

Pool A



China



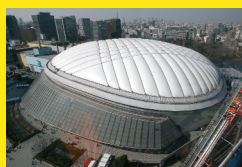
Chinese
Taipei



Japan



Korea



Tokyo, Japan
Tokyo Dome

Pool B



Australia



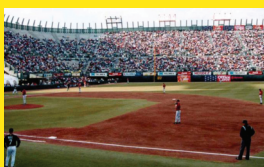
Cuba



Mexico



South Africa



Mexico City, Mexico
Estadio Foro Sol

Pool C



Canada



Italy



USA



Venezuela



Toronto, Canada
Rogers Centre

Pool D



Dominican
Republic



Netherlands



Panama



Puerto Rico



San Juan, Puerto Rico
Hiram Bithorn Stadium

Best Players in the World to Compete

Through a unique collaboration of the leading professional leagues (including Major League Baseball), the International Baseball Federation and national baseball federations, the World Baseball Classic will feature the very best players throughout the world.



Aquí se habla béisbol. 野球で話そう Hier wordt honkbal gesproken. 我们讲



COMING IN MARCH 2009

The World Baseball Classic has taken the opportunity to further celebrate and promote the international strength and diversity of baseball by awarding all four of the first round venues to cities outside of the United States. First round games will be hosted in Japan, Mexico, Canada and Puerto Rico. Although the venue cities have yet to be announced, the United States will play host to the second round and finals. As a result, five of the 16 teams have the chance to play in front of their home fans during the tournament.

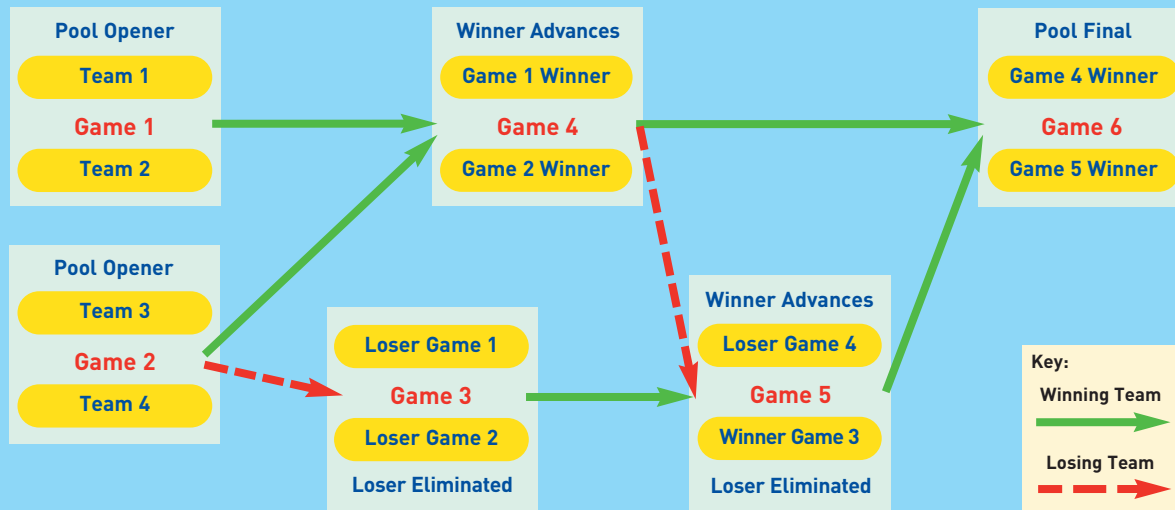


New Format Promises High Stakes Games

In 2009, the World Baseball Classic will feature a new and more exciting competitive format for the first two rounds of the event. The round-robin style of play used in the inaugural event in 2006 has been replaced with a unique version of double-elimination

in 2009, allowing each team's advancement to be determined on the field. With two elimination games and an exciting Pool championship in each pool through Round Two, the 2009 format promises even more excitement than ever before.

Round 1 and Round 2 – Pool Format



Business Opportunities

The World Baseball Classic provides yet another opportunity for Major League Baseball's valued international and domestic partners to join corporate brands with what is fast becoming the world's pastime. If your company is interested in becoming part of the 2009 World Baseball Classic, please contact:

Sponsorship:

Dominick Balsamo, (212) 931-7514

Broadcasting:

Frank Uddo, (212) 931-7430

Licensing:

Josephine Fuzesi, (212) 931-7969

Deidra Varona, (212) 931-7521

General Tournament Information:

James Pearce, (212) 931-7518



TEAMS

POOL C
Toronto,
Canada



CANADA

I

Italia



USA

V

Venezuela

POOL D
San Juan,
Puerto Rico



DOMINICANA



NEDERLAND



Panama



PUERTO RICO



ARIZONA DIAMONDBACKS
Dan Haren
Brandon Webb
Chris Young



ATLANTA BRAVES
Yunel Escobar
Chipper Jones
Mark Teixeira



CHICAGO CUBS
Kosuke Fukudome
Derrek Lee
Carlos Zambrano



CINCINNATI REDS
Jay Bruce
Ken Griffey Jr.
Edinson Volquez



COLORADO ROCKIES
Garrett Atkins
Jeff Francis
Matt Holliday



FLORIDA MARLINS
Jorge Cantu
Hanley Ramirez
Dan Uggla



HOUSTON ASTROS
Lance Berkman
Carlos Lee
Miguel Tejada



LOS ANGELES DODGERS
Rafael Furcal
Russell Martin
Takashi Saito

LICENSING



Major League Baseball Cruises Into Jamaica

TRAVELERS TO JAMAICA CAN NOW show off their Major League Baseball team pride with a special Jamaican touch: MLB International has signed a licensing and retail deal with Viking Productions in Jamaica. Since the launch of the partnership in January, Viking Productions has designed an array of colorful MLB products from t-shirts and caps to beach towels and flip-flops. All of these MLB licensed products flaunt the bright green, yellow and black colors of the Jamaican flag. To showcase their unique

line of products, Viking Productions has opened an officially-licensed MLB store located within the Sangster International Airport in Montego Bay. The strategically-located store provides travelers with the opportunity to buy a special souvenir to remember their Jamaican vacation while highlighting their favorite MLB team. Viking Productions has done an excellent job designing and merchandising their store and plans to sell their MLB line of product at hotel resort shops throughout the island and malls in Ocho Rios.

MLB CLUBHOUSE BRINGS GAME CLOSER TO FANS

THE MAJOR LEAGUE BASEBALL CLUBHOUSE store in Shibuya, operated by Sports Entertainment Group, Co.,Ltd., ran Japan Opening Series retail promotions that provided special experiences to MLB fans in Japan. Through a series of promotions from March 6 through 23, MLB Clubhouse customers had the opportunity to win tickets to the Opening Series games, meet MLB players, see the World Series trophy and own a piece of Major League Baseball, just by making a qualified purchase of merchandise at the MLB Clubhouse store and filling out an application.

Another group of winners were selected by lottery and invited to closed autograph signing sessions with Oakland Athletics and Boston Red Sox players. On March 22, Oakland Athletics Mark Ellis, Justin Duchscherer and Jack Cust participated in an hour-long signing session. The following day, Red Sox Javier Lopez and Kevin Cash did the same. The players signed hundreds of autographs and enjoyed interacting with their Japanese fans.

The 2007 World Series trophy was displayed at several locations throughout Tokyo, including the MLB Clubhouse store on March 16, when fans were able to view the trophy in a special display case. The trophy was taken out of the display case for a group of lucky winners who were allowed to have their picture taken with the trophy and imprinted on a ball for a one-of-a-kind



EVERSPORTS JOINS MLB PLAYERS WITH FANS IN BEIJING

Major League Baseball licensee, Eversports Marketing, got Beijing ready for the China Series by hosting a week-long festival full of baseball-related activities at the popular Beijing APM shopping mall from March 10th to 16th. A mini-baseball festival was erected in the mall's main plaza, including such attractions as a photo booth, batting cage and Nintendo Wii versions of Take 2 Interactive's MLB 2K8.

In addition to the baseball attractions, mall visitors were treated to fashion shows featuring Eversports' upcoming line of MLB apparel and street dancing performances throughout the week.

On Thursday, March 13th, four San Diego Padres players participated in an hour-long autograph signing session. Heath Bell, Justin Germano, Kevin Kouzmanoff and Trevor Hoffman signed posters, caps and T-shirts for fans at the Beijing APM shopping mall. The media-attended event was well received by the fans who were delighted to see Major League Baseball players up close. All four players greeted and interacted with the fans. One fan told a reporter, "They are so nice and speak Mandarin to us," after getting his autographs.



Padres sign autographs for fans in China.

BROADCAST



NEW DEALS

Fans In The DR Catch Extra Innings

FOR THE 2008 SEASON, MLBI AND SKY TV HAVE AGREED TO EXPAND THEIR EXISTING DEAL in Mexico and Central America to include the Dominican Republic. Fans in the great island nation will now be able to watch their favorite players and MLB Clubs compete in up to 42 games a week via the Extra Innings subscription package



MLB Makes Waves Through Radio Lobo

IN A NEW AGREEMENT WITH RADIO LOBO IN MEXICO, FANS THROUGHOUT THE COUNTRY will be able to follow their favorite teams and players on a weekly basis. Radio Lobo will broadcast up to four games each week for the entire 2008 season plus offer listeners all of the excitement of the 2008 All-Star Game and thrilling postseason through the World Series.



DirectTV Brings More MLB To Puerto Rico

DIRECTV PUERTO RICO, THE LARGEST PAY TV SYSTEM ON THE ISLAND, SIGNED A one-year agreement to telecast exclusive MLB games through the 2008 World Series. The deal also includes the rights to sublicense games to CaribeVision on an over-the-air basis. This agreement provides fans in Puerto Rico complete access to their favorite MLB Clubs and players, with at least four MLB games airing across the country each week, as well as the All-Star Game and entire postseason.



79th All-Star Game in New York Broadcast Around the Globe

The 2008 All-Star Game in New York will be broadcast live in 229 countries and territories and in 13 languages across the world. MLBI will once again provide an independently-produced world feed for the Midsummer Classic. Television crews from ESPN International (worldwide), CDN (Dominican Republic), Five (United Kingdom), Meridiano (Venezuela), NHK (Japan) and TVN (Panama) and radio teams from Jolf Radio (Japan) and Radio Lobo (Mexico) will be on-site to broadcast the action live to their home countries.

CHECK BELOW FOR ALL-STAR GAME BROADCASTS IN YOUR COUNTRY:

WORLDWIDE	ESPN International
Pan Asia	ESPN STAR Sports
Pan Europe	NASN
Pan Latin America	Fox Sports Latin America
Pan Middle East	Fox Sports Middle East
Aruba	TeleAruba
Australia	Fox Sports Australia
Canada	Rogers Sportsnet, Rogers Radio
Colombia	Telecaribe, Costavision
Cuba	TV Marti, Radio Marti
Curacao	TDS, TeleCuracao
Czech Republic	Galaxie
Dominican Republic	CDN
El Salvador	Channel 12
France	Canal+
Italy	Sky Italia
Guatemala	Canal 13
Japan	NHK, Jolf Radio
Korea	IB Sports
Mexico	Televisa, Radio Lobo
Nicaragua	Ratensa Canal 4
Panama	Televisora Nacional, RPC
Puerto Rico	CaribeVision, DirecTV
Spain	Canal +
Taiwan	FTV
United Kingdom	Channel Five
Venezuela	Meridiano



MILWAUKEE BREWERS
Ryan Braun
Prince Fielder
Ben Sheets



NEW YORK METS
Carlos Beltran
Jose Reyes
David Wright



PHILADELPHIA PHILLIES
Cole Hamels
Jimmy Rollins
Chase Utley



PITTSBURGH PIRATES
Jason Bay
Nate McLouth
Xavier Nady



ST. LOUIS CARDINALS
Rick Ankiel
Albert Pujols
Adam Wainwright



SAN DIEGO PADRES
Adrian Gonzalez
Trevor Hoffman
Tadahito Iguchi



SAN FRANCISCO GIANTS
Matt Cain
Tim Lincecum
Aaron Rowand



WASHINGTON NATIONALS
Cristian Guzman
Tim Redding
Ryan Zimmerman

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ALL-STAR GAME * NYC * ALL-STAR ALL-STAR



KOSUKE FUKUDOME

WRIGLEY'S FINEST

KOSUKE FUKUDOME, THE MAJOR LEAGUE'S LATEST Japanese import, has already made significant impact on the National League Central-leading Chicago Cubs. The lefty outfielder was featured on the cover of an April issue of Sports Illustrated and is swarmed by Japanese media everywhere he goes, but his transition to MLB has been marked more by his team leadership, defensive skill and ability to get on base, as demonstrated by his April Chicago Cubs Player of the Month honors.

Fukudome is considered a leading contender for Rookie of the Year honors, joining three of his countrymen who have received this honor: Hideo Nomo (1995 - National League), Kazuhiro Sasaki (2000 - American League) and Ichiro Suzuki (2001 - American League). Fans in Chicago and all over the world are voting by the thousands to send him to his first MLB All-Star Game. Through June 17, he ranked second among all NL outfielders with nearly 1,200,000 votes.

**Rising Stars Square Off in 2008
MLB Academies Tournament**

THE FIRST-EVER MLB ACADEMIES TOURNAMENT took place from March 13 through 17 at the CONI Olympic Training Centre in Tirrenia, Italy. The tournament featured 103 of the region's elite players, hailing from the Netherlands, Italy, Germany, France, Sweden and Great Britain. All players were between 14 and 20 years old and take part in year-round player academies run by their national federations and supported by MLB.

The Italian team, which featured the oldest and most experienced players in the competition, finished the tournament undefeated.

Alex Sambucci (Italy) was named best hitter of the tournament and Robin van Eis (Netherlands) was named best pitcher.

The MLB International Academies Tournament is just one part of a larger player development program currently supported by Major League Baseball throughout Europe and Africa. This program provides high-quality, year-round training to the region's best young baseball players through the provision of coaching assistance, expert consultation, training programs and equipment.

2008 MLB ACADEMIES TOURNAMENT ALL-STAR TEAM

Pitcher	Oscar Carlstedt	Sweden
Pitcher	Scott Ronnenberg	Netherlands
Catcher	Aschwin Rokx	Netherlands
Infielder	Alex Sambucci	Italy
Infielder	Norbert Jongerius	Netherlands
Infielder	Maxime Lefevre	France
Infielder	Francesco Cozzolino	Italy
Outfield	Max Kepler	Germany
Outfield	Carlos Tavares Castro	Netherlands
Outfield	Shawn Larry	Germany
Utility	Kai Bindemann	Germany
Best Pitcher	Robin van Eis	Netherlands
Best Hitter	Alex Sambucci	Italy

