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## **MORGAN LEWIS PITCHES WEB ADDRESS TO MAJOR LEAGUE BASEBALL**

SEPTEMBER 6, 2000 -- Major League Baseball and Morgan, Lewis & Bockius LLP, the nation's fourth largest law firm, jointly announced today that the law firm has transferred its domain name - **mlb.com** - to Major League Baseball.

With this transfer, Morgan Lewis will use **www.morganlewis.com** as its Web address and **morganlewis.com** as its e-mail domain name. For the first ten days of the transfer, users who go to **www.mlb.com** will be given the choice of linking to either the Major League Baseball or Morgan Lewis Web site. After that and for an unspecified period of time, fans will be able to access Major League Baseball on the Web at either **mlb.com** or **MajorLeagueBaseball.com**. Eventually, Major League Baseball's Web address exclusively will be **mlb.com**, as will its e-mail address. That announcement will be made at a later date.

Morgan Lewis registered the **mlb.com** domain name in 1994, and launched its Web site two years later, in 1996. Since that time, the firm has moved more toward emphasizing **Morgan Lewis** as its brand, and Major League Baseball has expanded the use of the **MLB mark**. This decision solidifies Morgan Lewis' branding strategy to promote the portion of its name that is best known, while helping a valued client achieve its marketing objectives.

Major League Baseball and Morgan Lewis have enjoyed a long professional relationship that dates back to the late-1980s when the law firm began representing Major League Baseball in labor negotiations. The two organizations recently met to consider under what circumstances it would make sense to transfer the domain name and they entered into a confidential transfer agreement last month.

"We thank Morgan Lewis for transferring the domain name to Major League Baseball," said Baseball Commissioner Allan H. (Bud) Selig. "The use of the initials 'MLB' as our domain name will make it easier and more convenient for all of our fans around the world to interact with Major League Baseball."

"This is a win-win for Morgan Lewis, Major League Baseball and its fans," says Francis M. Milone, chairman of Morgan Lewis, noting that clients more frequently refer to the firm as "Morgan Lewis" than by its initials.

Morgan, Lewis & Bockius LLP, with more than 1,100 lawyers in 12 offices domestically and abroad, ranks among the top 10 law firms in the world. The firm represents many Fortune 250

companies, top biotechnology and e-commerce sector businesses, as well as leading financial services and investment banking organizations.

**MajorLeagueBaseball.com (mlb.com)**, the official Web site of Major League Baseball, offers fans the most complete baseball information on the Web, including up-to-date statistics, game summaries, extensive historical information, and exclusive features about Major League Baseball events and programs.