



PRESS RELEASE

ONE MLB NETWORK PLAZA • SECAUCUS, NJ • 07094

FOR IMMEDIATE RELEASE

May 26, 2009

MLB NETWORK NAMES AUGUST "YOUTH BASEBALL MONTH"

Network set to air RBI World Series presented by KPMG, New Era National Youth Baseball Championships and Cal Ripken World Series

Cal Ripken Jr. and MLB Network's Bill Ripken to Call Ripken World Series

Secaucus, N.J., May 26, 2009 – MLB Network today announced that August will be "Youth Baseball Month" on MLB Network, with exclusive broadcasts of the final rounds of the **RBI World Series presented by KPMG, New Era National Youth Baseball Championships and the Cal Ripken World Series** this August. Coverage will begin on August 9 with the Senior Boys RBI World Series presented by KPMG, continue with the Cal Ripken World Series on August 21 and 22, and conclude with the New Era National Youth Baseball Championships from August 27-30 for the 10-Under and 12-Under divisions.

Hall of Famer Cal Ripken Jr. will join his brother and MLB Network analyst **Bill Ripken** in the broadcast booth throughout the Cal Ripken World Series. Broadcast teams for each event will include MLB Network on-air talent.

"As part of our 24/7 coverage of baseball, it's important to include programming that is relevant to the sport's younger players and fans," said Tony Petitti, President and CEO of MLB Network. "These three marquee events are deserving of a national TV audience and we are looking forward to bringing them to MLB Network this summer."

The 17th annual RBI World Series presented by KPMG will be held in Jupiter, Florida at the Roger Dean Stadium complex, the Spring Training home of the Florida Marlins and St. Louis Cardinals. Hall of Famer Hank Aaron will be the keynote speaker for the event's Opening Banquet on August 4th. The RBI – Reviving Baseball in Inner Cities – Program presented by KPMG is a youth outreach program designed to increase participation and interest in baseball, encourage academic participation and achievement, increase number of talented athletes prepared to play in college and minor leagues, promote greater

inclusion of minorities into the mainstream of the game and teach the value of teamwork. Former scout and Major Leaguer John Young developed the RBI concept in Los Angeles in 1989; MLB assumed administration of RBI in 1991 and manages the program with the assistance of Boys & Girls Clubs of America (BGCA), the official charity of MLB.

"For 20 years, RBI presented by KPMG has expanded the opportunities for inner-city young people to play baseball and learn important life skills," said Baseball Commissioner Allan H. (Bud) Selig. "Now MLB Network is giving some of the youngsters a chance to play on national television. I'm looking forward to watching the RBI World Series presented by KPMG along with all of the other youth baseball games on MLB Network in August."

The New Era National Youth Baseball Championships, which crowned national champions in the 10-under and 12-under divisions in its inaugural season in 2008, is the initial effort of the "Major Youth Baseball Alliance." The MYBA is comprised of eight major youth organizations, consisting of more than eight-million participants. It includes AABC (American Amateur Baseball Congress); AAU (Amateur Athletic Union of the United States); Babe Ruth Baseball; Dixie Youth Baseball; NABF (National Amateur Baseball Federation); PONY Baseball; Super Series Baseball of America; and USSSA (United States Specialty Sports Association).

"This is an historic day for the New Era National Youth Baseball Championships tournament as well as for all of youth baseball," said Eddie Einhorn, Interim President of the Major Youth Baseball Alliance. "I've always believed that champions facing champions for a national title would generate great interest and excitement. We thank MLB Network for providing a national showcase for these talented young players and teams."

The Cal Ripken World Series is the culminating tournament of the Babe Ruth League's 12 & Under Cal Ripken Division, with 16 teams of 11- and 12-year old players, including 10 regional champions from across the U.S. and international champions from around the world. The 16 teams participating are split into three divisions: International, American and National. The six International countries participating in the 2009 championship tournament are Australia, Canada, Dominican Republic, Japan, Mexico and the Republic of Korea. The event will be held at the Ripken Academy in Aberdeen, Maryland.

"Babe Ruth League, Inc. is honored to have the 2009 Cal Ripken Major/70 World Series televised on the MLB Network," said Steven Tellefsen, President/CEO for Babe Ruth League, Inc. "This agreement will showcase our great young players and volunteer managers, coaches and umpires. Babe Ruth League is grateful to MLB Network for providing the opportunity for our fans and supporters to watch our great game...the Ripken Way."

"We have been thrilled to partner with Major League Baseball on a number of initiatives to help grow the game at the grassroots level" said Cal Ripken Jr. "The latest component is this partnership with the MLB Network and it is an enormous step in our efforts to grow the game. The Cal Ripken World Series has been a wonderful event since 2000, but now millions of viewers will have the chance to learn about the Babe Ruth League and watch some of the most talented, young ballplayers in the world compete and have fun."

MLB Network's complete youth baseball broadcast schedule in August appears below.

MLB NETWORK YOUTH BASEBALL SCHEDULE:

August 9 – Senior Boys RBI World Series presented by KPMG

August 14 – RBI Softball World Series presented by KPMG

August 21 – Cal Ripken World Series International Championship, U.S. Championship

August 22 – Cal Ripken World Series World Championship Game

August 27 – New Era National Youth Baseball Championships

August 28 – New Era National Youth Baseball Championships

August 29 – New Era National Youth Baseball Championships 10 & Under Semi-Finals and Finals

August 30 -- New Era National Youth Baseball Championships 12 & Under Semi-Finals and Finals

Both the New Era National Youth Baseball Championships and the RBI World Series presented by KPMG will be co-productions with MLB Network and MLB.com, with certain games both televised and streamed online.

In addition to coverage of the youth baseball tournaments, MLB Network will air Diamond Demonstrations from Studio 42 throughout August. Both new and previously recorded, Diamond Demonstrations show viewers fundamentals and tips on how to play baseball. Diamond Demonstrations from Rickey Henderson, Tim Lincecum, Justin Upton, Barry Larkin, Harold Reynolds, Al Leiter and more will be featured throughout the month.

MLB Network launched in approximately 50 million cable and satellite homes on January 1, 2009 as the largest debut in cable television history, exceeding any other cable television launch by approximately 20 million. With live games, original programming, highlights, classic games, and coverage of baseball events, MLB Network is the ultimate television destination for baseball fans. For more information, go to mlbnetwork.com.

#

Contact: Lorraine DelliCarpini, MLB Network, (201) 520-2895, lorraine.dellicarpini@mlb.com