



# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## TRIPLE-A BASEBALL & ODDS ON PROMOTIONS ENTER PREFERRED VENDOR PARTNERSHIP

Triple-A Baseball and Odds On Promotions today announced a new relationship that sees Odds On Promotions designated as a Preferred Vendor to provide coverage for insured promotions in Triple-A ballparks throughout the 2009 baseball season.

Based in Reno, NV, Odds On Promotions is a full service promotions company, program administrator, and purchasing group that is licensed to provide insurance coverage for contests and promotions in all 50 states. Coupled with its parent company, Hole In One International, Odds On Promotions insures over 15,000 contests and promotions worldwide each year. Established in 1991, the company has insured over 50,000 events and paid over \$8,000,000 in claims.

In making the announcement Pacific Coast League President Branch Rickey said, "Triple-A Baseball has a history of great partnerships that contribute to the success of our teams and leagues and this new relationship with Odds On Promotions continues that pattern." Rickey added, "With the Reno Aces joining the Pacific Coast League this season it is a nice bonus to be partnering with a Reno based company."

As part of this relationship Odds On Promotions will not only be providing preferred pricing to the Triple-A teams, but will also provide support for existing promotions and contests and work with the teams in the development of new promotional concepts. Sports Promotions Specialist Linda Thomson will be servicing the Triple-A Baseball account and said, "I am absolutely thrilled to be working with Triple-A Baseball as the Preferred Vendor for insured prize promotions. I am a huge baseball fan and guarantee that Triple-A Baseball will receive the best service and lowest prices available."

Triple-A Baseball, consisting of two leagues at Minor League Baseball's highest classification, is comprised of 30 teams throughout the United States which develop talent for Major League affiliates while providing affordable entertainment for fans of all ages. The classification set an all-time attendance record in 2008 attracting over 14.4 million fans while Minor League Baseball as an industry set its own attendance record at over 43.2 million fans.

"In-stadium contests and promotions are such a significant part of the fun and excitement of the ballpark experience, it is wonderful to be able to partner with a company that shares our enthusiasm for this aspect of our business" said International League President Randy Mobley.

### *For additional Information:*

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