

**FOR IMMEDIATE RELEASE**

April 1, 2009

**MAJOR LEAGUE BASEBALL TO FEATURE SPECIAL LOGO ON LOUISVILLE SLUGGER BATS IN  
2009 TO COMMEMORATE 125<sup>th</sup> ANNIVERSARY**

**Only Third Time in 125-Year History a Special Logo Will Appear on MLB Bats**

Major League Baseball today announced all bats made and used throughout the 2009 season by Louisville Slugger, the Official bat of MLB, will contain a special logo commemorating Louisville Slugger's 125-year anniversary. This logo marks the third time in Louisville Slugger's 125-year history that MLB is allowing a logo to be placed on its bats. Additionally, fans will be able to have their own personalized version of the commemorative 125<sup>th</sup> anniversary Louisville Slugger bat.

In 1976, a special 200<sup>th</sup> anniversary of the United States logo was added to each Louisville Slugger used in the Major Leagues, and in 2006, Louisville Slugger first placed the breast cancer ribbon logo on the pink bats it created for Mother's Day.



The special logo will be placed between the center brand and the end brand that contains the player's name and model number on each Louisville Slugger bat issued throughout 2009. The logo will contain the year in which Louisville Slugger began, "1884," and the year that marks its 125<sup>th</sup> anniversary, "2009."

"We're happy to help Louisville Slugger celebrate this historic milestone for one of the truly iconic brands in baseball," said Howard Smith, Senior Vice President, Licensing, Major League Baseball. "We think fans will also appreciate the opportunity to get a personalized bat commemorating the anniversary."

"We're honored that Major League Baseball has granted permission for this special logo to be placed on Louisville Slugger bats during the 2009 season," said Louisville Slugger's Director of

Professional Baseball Chuck Schupp. "It's a tremendous tribute by Major League Baseball to our company and its unique place in baseball history."

Fans can personalize their own version of the commemorative bat by placing their name on the Louisville Slugger. These special edition 125<sup>th</sup> anniversary logo Louisville Slugger personalized bats are available at [www.mlb.com](http://www.mlb.com), [www.sluggergifts.com](http://www.sluggergifts.com), in 14 MLB parks, and in the Louisville Slugger Museum & Factory gift shop. Additional media information on Louisville Slugger and the 125<sup>th</sup> anniversary bats is available at [www.slugger.com/125/](http://www.slugger.com/125/).

#### **About Major League Baseball Properties**

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Clubs' agent for marketing and trademark licensing and protection. Major League Baseball Properties is responsible for managing consumer licensing activities, developing national advertising campaigns, cultivating sponsorship opportunities with major consumer brands and corporations, growing the game and the business of baseball outside the United States and creating national marketing programs in conjunction with Clubs, broadcast rightsholders and national sponsors. MLBP also operates a full-service video and audio production unit (Major League Baseball Productions), a publishing division and stock photo licensing agency, and manages logistics for the All-Star Game and World Series as well as all other special events. For more information on Major League Baseball, log on to [www.MLB.com](http://www.MLB.com).

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