

## TRISTAR, MiLB announce deal

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Major League Baseball Properties (MLBP), licensing agent for Minor League Baseball (MiLB) and its member Clubs, and TRISTAR Productions Inc., one of the premier producer's of sports collectibles and memorabilia, have reached a multi-year exclusive licensing agreement making TRISTAR the only trading card manufacturer licensed by MLBP to produce nationally-distributed trading cards of top draft picks and prospects within Minor League Baseball.

This new agreement, which introduces TRISTAR into the revamped Minor League Baseball trading card market, designates TRISTAR as the exclusive MLBP national trading card licensee with national distribution rights to produce the first professional base set cards of amateur players selected in the Major League Baseball First-Year Player Draft as well as prospects signed as undrafted free agents.

The first TRISTAR Minor League Baseball card set titled TRISTAR Prospects Plus will debut in the fall of 2006 and will include the first pro baseball trading cards of players selected in the June 2006 MLB First- Year Draft. This set will also mark the introduction of Minor League Baseball's "Pro Debut" first-card identification program. The "Pro Debut" logo will identify a MiLB player's first professional baseball trading card with his first MiLB team.

A special "Pro Debut" logo will be featured on cards depicting Minor League players with their introductory team. The "Pro Debut" program will compliment the new MLBP Rookie Card program by helping card collectors seek and identify a MLB player's very first professional trading card before he makes the jump to the Major Leagues.

"We are thrilled to welcome TRISTAR Productions as the exclusive Minor League trading card resource," said Howard Smith, Senior Vice President, Licensing, Major League Baseball Properties.

"TRISTAR is a leader in the memorabilia industry and their commitment and experience will help to create excitement and exposure within the Minor League Baseball trading card category."

"We are extremely excited and honored to have been selected by Major League Baseball Properties as the exclusive producer of Minor League Baseball trading cards," said Jeff Rosenberg, President and CEO, TRISTAR Productions, Inc. "We have a team at TRISTAR with vast experience in the creation, production and collectability of baseball cards,

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and we look forward to working with Minor League Baseball to create excitement within the Minor League Baseball trading card category."

Special features in the upcoming TRISTAR card sets will include autographed cards signed by top prospects and game-used memorabilia cards. In addition, collectors will have the opportunity to collect cards of their favorite baseball greats in their Minor League uniforms. An example of a special card in the inaugural TRISTAR Fall 2006 release will be a special dual-signed Roger and Koby Clemens autographed card.

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

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Club's 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).

### **About TRISTAR Productions, Inc.**

Houston-based TRISTAR Productions, Inc. is the nation's leading producer of authenticated autographed memorabilia and sports collectible events. With more than 500 signings annually with the top sports superstars of yesterday and the brightest stars of today, over 300,000 authentic autographed items are produced annually at TRISTAR signings. TRISTAR's product lines have expanded to now include TRISTAR Hidden Treasures, the production of Minor League Baseball card products, quality protective display cases and sports/entertainment memorabilia collectibles.

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