



May 8, 2002

Alan Narz
Instant Locate
920 East Semoran Blvd
Casselberry, FL 32707

Dear Alan:

I want to express my appreciation for everything Instant Locate has helped Major League Baseball accomplish during the last five years. The automated service really helps fans find our products, and our retailers are very pleased.

We have also benefited greatly from Instant Locate's ability to go beyond just a store locator. It was invaluable in helping us launch the MLB Authentication program. In addition, without the automated locator service, I don't think we could have won *Best Licensor Promotion* for two consecutive years — we refer thousands of fans from each game to nearby locations that sell our products. It also helps us partner with regional retailers to create excitement and sell products for our jewel event, the All-Star Game.

We now include our store locator number in our commercials and print ads; we have even displayed the number on the Jumbotron during ball games. It really is a great tool for us.

But the benefit I appreciate most is how easy it has been. You made implementation simple for us, the store locator has been our easiest marketing initiative to maintain, and it is one of the most cost-effective marketing tools we have ever implemented.

I appreciate the excellent service your company provides us and look forward to our continued success together.

Best regards,

A handwritten signature in blue ink that reads "Jon Steinberg".

Jon Steinberg

National Retail Marketing Manager

MAJOR LEAGUE BASEBALL Properties

245 Park Avenue

New York, New York 10167

Phone 212.931.7900

www.majorleaguebaseball.com
