

Introducing Baseball Enterprises, Inc.

Back in the fall of 1978, Lou Eliopoulos made a telephone call to Bobby Bragan, Jr.

Eliopoulos had a successful cemetery and funeral home business headquartered in Jacksonville, and Bragan was the General Manager of the Jacksonville Suns.

The Suns, and affiliate of the Kansas City Royals, were for sale and Eliopoulos, a lifelong baseball fan, was interested in buying them. Eliopoulos and Bragan struck an immediate business and promotional rapport and Baseball Enterprises was born.

Bragan engineered the sale of the Suns toward Eliopoulos, who finalized purchase of the Double-A Southern League franchise in March of 1979. The Suns drew a record 133,000 fans that year, and Baseball Enterprises was on its way.

Today, as a result of the Eliopoulos-Bragan quincella, Baseball Enterprises is a five-franchise organization with a total budget of \$1.1 million, 39 year-round employees, plus 100 during the season. And player development agreements with five different major league organizations.

The first addition was the Florence (S.C.) franchise in the Class-A South Atlantic League which was purchased as an expansion franchise in January of 1981. Affiliated with the Toronto Blue Jays, the Florence Club was competitive and drew 74,811 customers during its maiden season.

Then came the Hagerstown (Md.) Suns of the Carolina League, another expansion franchise. Hagerstown, as a co-op team, won the Carolina League title and attracted more than 146,000 fans. This year, the Baltimore Orioles will furnish the entire roster of players for Hagerstown.

In their first year at each location, Dan Overstreet and Bobby Cox were named General Manager of the Year at Hagerstown and Florence. Overstreet moves to Danville this season.

In December of 1981 and January of 1982, the Danville (Ill.) Suns and Elmira (N.Y.) Suns were born. Danville, as an expansion franchise, returns to the Class-A Midwest League after a six-year absence while Elmira of the Class-A New York-Penn was purchased. The California Angels will supply the players for Danville and the Boston Red Sox will stock the Elmira team.

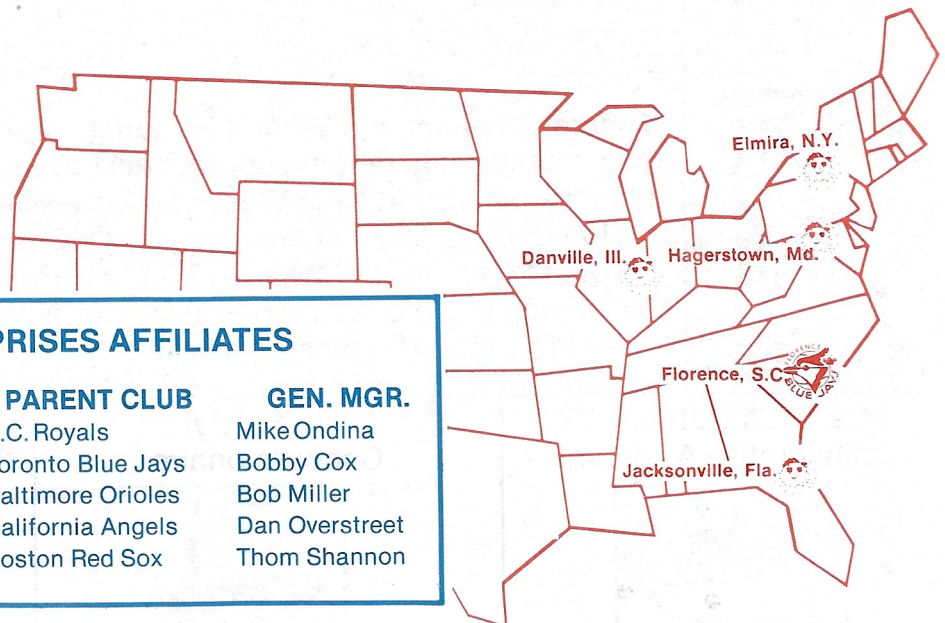
"Bobby's expertise and connections in the game are unbelievable," said Eliopoulos. "We couldn't have put this operation together without him." And it is not going to end there. Eliopoulos and Bragan plan to have at least eight franchises by the 1985 season.

Eliopoulos, 62, has divested himself of his cemetery and funeral business and has devoted all of his time to the five franchises while Bragan has been elevated to Executive Vice President in charge of all five clubs.

"You aren't going to find a better owner than Lou," is Bragan's message to fans of the five franchises. "He's willing to try anything and we can usually make it work. Together, we can usually come up with a solution to any problem."

"Lou Eliopoulos is years ahead of all of us. He's doing now what others will emulate in years to come. He is fantastic."

That's Baseball Enterprises. We think you'll like us.



BASEBALL ENTERPRISES AFFILIATES

TEAM	LEAGUE	PARENT CLUB	GEN. MGR.
Jacksonville Suns	Southern	K.C. Royals	Mike Ondina
Florence Blue Jays	South Atlantic	Toronto Blue Jays	Bobby Cox
Hagerstown Suns	Carolina	Baltimore Orioles	Bob Miller
Danville Suns	Midwest	California Angels	Dan Overstreet
Elmira Suns	NY-Penn	Boston Red Sox	Thom Shannon