



MAJOR LEAGUE LACROSSE FACT SHEET

Background: While lacrosse is America's oldest game, it may be the "freshest" sport in the nation as well. Its unique blend of fast-paced, high scoring, hard-hitting action has made it the fastest growing team sport in the United States. In lock step with this growth, Major League Lacrosse (MLL) was successfully launched in June 2001 as a single entity ownership structure to showcase the best professional outdoor lacrosse in the world. MLL was founded by **Jake "Body by Jake" Steinfeld** with founding partners **Dave Morrow** and **Tim Robertson**.

Our Teams: With local team operators in each market, the following six (6) teams currently comprise the league – Baltimore Bayhawks, Boston Cannons, Long Island Lizards, New Jersey Pride, Philadelphia Barrage and Rochester Rattlers. Beginning in the 2006 season, the league will expand to the west coast with four additional teams. As of March, 2005, Los Angeles will have an expansion team.

Our Players: The 150 best lacrosse players in the world – good-looking, well-spoken young men from some of the top academic institutions, including Princeton, Johns Hopkins, Syracuse, Duke and Virginia. MLL icons include the legendary **Gary Gait**, **Mark Millon**, **Jesse Hubbard**, **Roy Colsey**, **Mike Battista** and current superstar siblings **Casey** and **Ryan Powell**.

Our Season: The MLL season consists of 36 regular season games from May to August with the following additional league-run special events – Warrior Major League Challenge (June), All-Star Game (July) and New Balance Major League Lacrosse Championship Weekend (August).

Our Game: Major League Lacrosse has added some new dynamics to the traditional game of field lacrosse that brings the sport into the next millennium. MLL rule changes include: a two-point goal line 15 yards from each goal, a 60-second shot clock, a limit of three long-stick defensemen per team, the elimination of the restraining box. At the 2002 All-Star Game, Major League Lacrosse introduced its new Warrior "grippy" ball. Because the Major League Lacrosse games are played at such a fast pace, the orange ball was implemented to help sports fans follow the game and to enhance the telecasts by making a great game better and more fan-friendly, viewer-friendly and player-friendly.

Anchor Level Partners: Anheuser-Busch, New Balance, Tommy Hilfiger and Warrior Lacrosse.

Official Partners: Body by Jake Global, Cascade, Dick's Sporting Goods, Gatorade, Great Atlantic Lacrosse Company, Starbucks and Under Armour.

Television: ESPN has partnered with Major League Lacrosse to broadcast the 2005 Major League Lacrosse Game of the Week package on ESPN2, providing a consistent time slot for regular season games with the MLL All-Star and Championship Games featured in primetime. Last season, the New Balance Championship Game marked the first live television broadcast of an MLL game.

Sponsorship: A full range of integrated sponsorship packages are available. They can include league/team category exclusivity/marks, special event rights, corporate branding on player uniforms, national TV commercial units and in-game TV features, field signage, SLASH Magazine ads, web site banners, hyperlinks, tickets/hospitality, game footage/photo usage, player appearances, customized activation and cross-promotional programs.

