



OAKLAND ATHLETICS

Media Release

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A's Individual Game Tickets on Sale Saturday, Jan. 30

Club Also Unveils New 'Value Deck' Seats in Special Pre-Sale Promotion Jan. 26

OAKLAND, Calif. – Featuring significant price reductions and other new cost-saving initiatives, the Oakland A's announced today that individual game tickets for the upcoming 2010 regular season will go on sale next Saturday, Jan. 30 at 9 a.m. PST. The club also will stage a special pre-sale promotion featuring stored value tickets four days earlier on Tuesday, Jan. 26, for both the Plaza Club (sections 212-214) and Value Deck (sections 316-318). These two price categories will utilize Jumbo Ticket technology which contains additional value embedded in the barcode for redemption at both concession and merchandise stands in the Coliseum.

The A's christen the 2010 campaign with their traditional Opening Night at the Oakland-Alameda County Coliseum, this year slated for Monday, April 5 against the Seattle Mariners at 7:05 p.m. Other highlights of the home season are six games against both the defending World Series Champion New York Yankees (April 20-22 and July 5-7) and Boston Red Sox (July 19-21 and Sept. 10-12), and three weekend games vs. their cross-bay rivals, the San Francisco Giants (May 21-23).

In response to the Bay Area's continued economic recession, the A's have reduced season ticket pricing by an average of 10% and have also lowered prices for individual game tickets in various sections. For more details, go to the club website at www.oaklandathletics.com.

"The A's are pleased to again demonstrate our commitment to providing strong fan value by combining affordable pricing, outstanding promotions, and a terrific fan experience," said Jim Leahey, vice president of sales and marketing for the A's. "Through our research and communication with fans, we have developed new initiatives that make the A's experience even more affordable to families and fans of every budget. A loaded schedule, exciting young team, and strong promotional menu will deliver powerful fan value this season."

In 2010, the Athletics will introduce three new initiatives:

- Value Deck—This exceptional value—arguably greater than any other offer among all Bay Area professional sports teams—will replace last year's All-You-Can-Eat offering and provide a wider variety of food options at an affordable price for every game throughout the 2010 season. Seats will be located in Sections 316-318, above home plate, at a cost of just \$12 for most games. Each ticket includes a Jumbo Ticket value of \$6, adding to a more inclusive experience for fans. The loaded value will be redeemable throughout the ballpark for merchandise or concessions, including the special \$5-or-less value concession stands located in Sections 316-318. For more information on Jumbo Tickets, refer to www.oaklandathletics.com/jumbotickets.
- Plaza Club— This area features a lower ticket price in 2010 and includes a \$10 Jumbo Ticket value embedded in each barcode. This loaded value can be redeemed in the West Side Club as well as throughout the ballpark at merchandise and concession locations. This additional cost savings over the previous year's pricing, along with the flexibility of the food value, has positioned Plaza Club seats as one of the best values in all of professional sports.
- Free Parking Tuesdays Presented by Chevy—For select non-premium Tuesday home games, fans will be able to park free of charge in the Coliseum parking lot. This is another way the A's are making it more affordable for families to experience professional sports. As an added benefit to Chevy owners, fans can show their car keys at the A's box office on those same Tuesdays and buy a day of game Field Level ticket for \$20 (regular price is \$26).

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Individual Tickets on Sale Jan. 30/Add 1

Beyond these new ballpark features, the A's will continue to offer some popular ongoing promotions from last year, most notably BART Double Play Wednesdays and Friday Family Pack. For every Wednesday game throughout the 2010 season, A's fans can purchase \$2 tickets and \$1 hot dogs. The Friday Family Pack offer, which is open to families or any group (related or not), includes four game tickets and four meals for a cost of only \$50 to any Friday game in the Plaza Level. Each meal includes a hot dog, soda and bag of peanuts.

Tickets for A's home games can be purchased at all usual ticket outlets, including the Oakland-Alameda County Coliseum Box Office, online at www.oaklandathletics.com, or over the phone by calling (877) 493-BALL. Season, group and luxury suite tickets can be purchased by calling (510) 638-GoA's (4627). Individual game tickets are priced at \$48 (MVP), \$36 (Plaza Club), \$35 (Field Infield), \$30 (Lower Box), \$28 (Plaza Infield), \$26 (Field Level), \$24 (Plaza Level), \$18 (Plaza Outfield), \$13 (Bleachers), \$12 (Value Deck) and \$9 (Plaza Reserved).

Individual game tickets for the 2010 Premium Games are priced at \$55 (MVP), \$45 (Plaza Club), \$40 (Field Infield), \$38 (Lower Box), \$35 (Plaza Infield), \$28 (Field Level), \$26 (Plaza Level), \$20 (Plaza Outfield), \$15 (Value Deck), \$13 (Bleachers) and \$9 (Plaza Reserved). Premium games for the 2010 Regular Season are Opening Night and all games versus the Boston Red Sox, New York Yankees and San Francisco Giants.

Leahey said the A's will offer great value through other unique experiences, promotions and giveaways this season. Fans will be treated to five post-game fireworks shows, at which they can view the show from the outfield grass. The popular promotion kicks off Friday, May 7 after Oakland's series opener against the Tampa Bay Rays.

The A's will also stage a Turn-Back-the-Clock to the 70's game on Saturday, June 26 when the team hosts the Pittsburgh Pirates in an interleague game. Oakland will wear all gold uniforms, while the Pirates will feature all black.

This year's giveaways will include three player jerseys courtesy of Pepsi, including the first featuring Ryan Sweeney, and two bobbleheads, the first sponsored by Netsuite honoring long-time public address announcer Roy Steele.

In addition, the A's announced earlier this month that they will host a Fan Appreciation Tailgate event prior to the team's final exhibition game against the Giants on Saturday, April 3 at the Coliseum. This event will include many of the fan-friendly features that were incorporated into last year's "Fan Appreciation Workout Day," which was staged during the team's off-day before the 2009 season opener. For further information about the Fan Appreciation Tailgate event or any of the team's special promotions, go to www.oaklandathletics.com.

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