



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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A's Individual Game Tickets on Sale Saturday, Jan. 29

Rickey Henderson, Ray Fosse & MC Hammer Bobbleheads, Free Hot Dog Thursdays, 1st Traditional Doubleheader Since 1997 Highlight Home Schedule

OAKLAND, Calif. – Featuring multiple value-added offerings and other cost-saving initiatives, the Oakland A's announced today that individual game tickets for the upcoming 2011 regular season will go on sale next Saturday, Jan. 29 at 9 a.m. PST.

The A's christen the 2011 campaign with their traditional Opening Night at the Oakland-Alameda County Coliseum, this year slated for Friday, April 1 against the Seattle Mariners at 7:05 p.m. It will be the first time for the A's to open a season on a Friday at home since April 16, 1979. Other highlights of the home season are three games against the New York Yankees (May 30-June 1), a pair of contests against the Boston Red Sox (April 19-20) and three weekend games vs. the cross-bay rival San Francisco Giants (June 17-19).

Today the team also announced the launching this season of a new promotion called "Free Hot Dog Thursdays." For every Thursday game, 10,000 fans will receive a voucher upon entry, redeemable for a free hot dog from concession stands for that day's game. Free Hot Dog Thursdays will replace the \$1 hot dog promotion that previously ran on Wednesdays.

Additionally, Oakland has scheduled a traditional doubleheader as part of 80's Weekend on Saturday, July 16 against the Los Angeles Angels, giving fans an opportunity to see two games for the price of one. It is the club's first scheduled doubleheader in 14 years (Aug. 10, 1997 vs. Milwaukee), and is intended to bring fans back to the 1980s when such all-day baseball experiences were regularly offered by the A's and other clubs.

The A's feature an attractive promotional giveaway lineup for 2011 as well, highlighted by the team's first-ever Rickey Henderson bobblehead, which will be given away on Saturday, April 30. Henderson is scheduled to throw out the ceremonial first pitch before the A's play the defending American League Champion Texas Rangers. Other promotions include Kid's Bat Day (May 14th), five fireworks nights, including a show over the 4th of July weekend (scheduled dates are May 28, July 2, July 29, Aug. 20, Sept.16), a Ray Fosse bobblehead (Aug. 13), and an MC Hammer bobblehead to punctuate 80's Weekend (July 17). Hammer is scheduled to return to the Coliseum, where he worked as a batboy before launching his music career, to throw out the ceremonial first pitch on his bobblehead day.

"We continue to emphasize value and a fun fan experience" said Jim Leahey, Vice President of Sales and Marketing for the A's. "Not only have we frozen season ticket and regular game prices for a third straight year, we have a full slate of exciting promotions and events that provide extra value to fans. On the field, we return a young and exciting team that led the league in pitching in 2010. Off the field, we are making it affordable and fun to see those young, rising stars, while looking back at our baseball traditions, rich heritage, and organizational icons."

Beyond the new Free Hot Dog Thursdays, the A's will continue to offer several popular ongoing promotions from last year, most notably Chevy Free Parking Tuesdays, BART \$2 Wednesdays and Xfinity Friday Family Pack. For most Tuesdays, fans will get to park free at the Coliseum. Also, for every Wednesday game throughout the 2011 season, A's fans can purchase \$2 tickets. The Friday Family Pack offer, which is open to families or any group (related or not), includes four Plaza Level game tickets and four meals for a cost of only \$50 to any Friday game. Each meal includes a hot dog, soda and bag of peanuts.

(more)

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In 2011, the Athletics will also look to expand on two popular offerings introduced last season:

- Jumbo Tickets—The A's will continue to offer the recently launched Value Deck and Plaza Club seating, where the price of each ticket includes a set dollar amount redeemable for merchandise and concessions. Value Deck tickets start at just \$12, including \$6 of stored value for food or merchandise, for seats that provide a view from the section above home plate. For more information on Jumbo Tickets, refer to www.oaklandathletics.com/jumbotickets.
- A's Mini-Suites—Mini-suites allow fans to experience a Premium Suite with an attractive meal package designed for smaller groups, offered at an affordable price. For as little as \$99 per person, minimum six people, A's fans can experience a game from the Suites while enjoying a food package that includes hot dogs, sliders, wings, popcorn, and beverages. For more information on mini-suites visit www.oaklandathletics.com/minisuite.

The club also announced that they will be dynamically pricing nine premium games on the 2011 schedule. Dynamic Pricing, quickly becoming an industry standard, is designed to price tickets based on demand. The A's have chosen to work with industry leader, Qcue, to evaluate pricing options for these nine games.

"Our goal as an organization is to give as many people an opportunity to see baseball's best at the fair market price," said Steve Fanelli, Executive Director of Ticket Sales and Operations. "In the past, we would set static premium pricing in January and we might have experienced shortages of inventory in certain sections for certain games, or unexpected over-supply in other sections with limited flexibility to adjust prices and normalize demand. We'll now have the opportunity to adjust to market demand on a more fluid basis. Fans are obviously encouraged to purchase early, or guarantee savings with season packages, but will ultimately have the ability to track market value and make purchase decisions based on real-time demand."

The nine games with dynamic pricing are Seattle April 1, Boston April 19-20, New York May 30-31 and June 1, and San Francisco June 17-19.

Finally, the A's announced they will once again host a Fan Appreciation Tailgate event prior to the team's final home exhibition game against the Giants Tuesday, March 29 at the Coliseum. This popular event will again include such fan-friendly features as autograph sessions, question-and-answer forums with players and photo opportunities for fans to pose with the A's four World Series Championship trophies. Free parking will be offered and discounted tickets to the Giants-A's game that night will be available for only \$5. For further information about the Fan Appreciation Tailgate event or any of the team's special promotions, go to www.oaklandathletics.com.

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 (including all fundraising options) and suite tickets can be purchased by calling (510) 638-GoA's (4627). Individual game tickets are priced at \$48 (MVP), \$35 (Field Infield), \$32 (Plaza Club), \$30 (Lower Box), \$26 (Field Level), \$26 (Plaza Infield), \$24 (Plaza Level), \$18 (Plaza Outfield), \$13 (Bleachers), \$12 (Value Deck) and \$9 (Plaza Reserved).

Base ticket pricing for 2011 Premium Games are set at \$55 (MVP), \$42 (Plaza Club), \$40 (Field Infield), \$40 (Lower Box), \$32 (Plaza Infield), \$30 (Field Level), \$26 (Plaza Level), \$20 (Plaza Outfield), \$15 (Value Deck), \$15 (Bleachers) and \$9 (Plaza Reserved).

As a complement to its value-oriented pricing and promotions, the A's will unveil their new "50/50 Fundraising Program," while continuing their "Step up to the Plate for Education Program," both designed to help with fundraising efforts for local non-profit organizations and schools. For more information on both programs, go to the team's web site at www.oaklandathletics.com/fundraising.

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