



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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Oakland Athletics Unveils 2010 Schedule

Team Also Announces Season Ticket Pricing will be Reduced an Average of 10% Next Year

OAKLAND, Calif. –The Oakland Athletics announced their 2010 schedule today, highlighted by six home games each against perennial AL East powerhouses, the New York Yankees and Boston Red Sox, and three games vs. their interleague cross-bay rival San Francisco Giants at the Oakland-Alameda County Coliseum.

The A's, who also announced 2010 season ticket pricing will be reduced an average of 10 percent, will christen the new campaign with a four-game home series against perennial All-Star Ichiro Suzuki and the Seattle Mariners Monday through Thursday, April 5-8. Opening Night at the Coliseum April 5 will start at 7:05 p.m., preceded by the traditional pre-game festivities.

2010 marks the third straight year that A's season ticket pricing has not increased, and in some cases, has decreased. Additional season ticket information for 2010 is now available at www.oaklandathletics.com/2010.

Unlike this season when its April schedule was heavily weighted on the road, Oakland will launch the 2010 campaign by playing 14 of its first 20 games at home. Twenty of the A's first 32 contests will also be staged at the Oakland-Alameda County Coliseum, including early Bay Area appearances by the Yankees (April 20-22) and the 2008 American League champion Tampa Bay Rays (May 7-9).

Beyond 10 percent savings in season ticket pricing, the A's will offer season packages designed to maximize flexibility and value. For as little as \$198 per seat, fans can select 22 of the top games for 2010. Also new for next season, the A's will offer "Free Parking Tuesdays," allowing fans to park for free during all non-premium Tuesday night games during the regular season home schedule.

"We recognize that the economic environment continues to be difficult," said Jim Leahey, the A's vice president of sales and marketing. "Given that reality, we will continue to do everything we can to make our product as affordable as possible. As our exciting young group of players develops into a contending team, we want to reward fans who make the commitment to be a part of that growth. Our 10% season ticket price decrease is another example of our efforts to make A's baseball accessible, affordable, and value-driven. That value will be even more meaningful to fans given the attractive schedule in 2010."

Leahey also said the team will continue many of this season's successful promotions, including *BART Double Play Wednesday* (\$2 tickets and \$1 hot dogs for regular season Wednesday home games), and the *University of Phoenix "Friday Family Pack"* offering which includes four tickets and four meals for only \$50 for each Friday game.

As in past years, Oakland's schedule will be comprised of an unbalanced format that includes:

- Nineteen games against every American League West opponent.
- Nine or 10 games vs. all other American League teams outside of its division (except for Toronto with seven games and Detroit, which the A's face only six times in 2010).

(more)

A's Announce 2010 Schedule

- Eighteen interleague games, including the traditional six-game Bay Bridge Series (May 21-23 in Oakland, June 11-13 in San Francisco) with the Giants, plus new three-game matchups in the month of June against four of the National League Central Division's six teams. The Cincinnati Reds (June 21-23) and Pittsburgh Pirates (June 25-27) make Coliseum appearances next season, while the A's visit Wrigley Field in Chicago (June 15-17) and Busch Stadium in St. Louis (June 18-20).

Even though their regular season culminates with a seven-game, seven-day road trip to Anaheim (Sept. 27-29) and Seattle (Sept. 30-Oct. 3), the A's feature their most home dates (16) in September when they host the Los Angeles Angels (Sept. 3-5), Seattle Mariners (Sept. 6-8), Boston Red Sox (Sept. 10-12), Chicago White Sox (Sept. 20-22) and Texas Rangers (Sept. 23-26) during the final stretch run in 2010.

July will also be an attractive month for A's fans, as the Yankees (July 5-7), Angels (July 9-11), Red Sox (July 19-21) and White Sox (July 23-25)—all current 2009 divisional leaders or playoff contenders—will invade the Oakland-Alameda County Coliseum.

As for special days or holidays on the home schedule, the A's will play Tampa Bay on Mother's Day, Sunday, May 9, and will host Seattle on Labor Day, Monday, Sept. 6. On the road, Oakland will face the Tigers in Detroit on Memorial Day, May 31, and will play the Indians in Cleveland on the Fourth of July.

Season ticket plans for 2010 start as low as \$9 per game and include a discounted parking option, free ticket exchange options and postseason ticket rights. As an added incentive, the A's marketing department is offering a free authentic Rickey Henderson jersey to the first 100 new accounts who place a \$150 per seat deposit on a 2010 ticket plan. The offer is valid for new accounts only, minimum two deposits per account.

For 2010 season ticket information, please call 510-638-GOA's or visit www.oaklandathletics.com/2010.

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(Complete 2010 Athletics Schedule Follows)

Oakland Athletics 2010 Regular Season Schedule

April

5 Seattle
 6 Seattle
 7 Seattle
 8 Seattle
 9 at Los Angeles
 10 at Los Angeles
 11 at Los Angeles
 12 at Seattle
 13 at Seattle
 14 at Seattle
 15 Baltimore
 16 Baltimore
 17 Baltimore
 18 Baltimore
 19 *Off Day*
 20 New York
 21 New York
 22 New York
 23 Cleveland
 24 Cleveland
 25 Cleveland
 26 *Off Day*
 27 at Tampa Bay
 28 at Tampa Bay
 29 at Toronto
 30 at Toronto

May

1 at Toronto
 2 at Toronto
 3 Texas
 4 Texas
 5 Texas
 6 *Off Day*
 7 Tampa Bay
 8 Tampa Bay
 9 Tampa Bay
 10 *Off Day*
 11 at Texas
 12 at Texas
 13 at Texas
 14 at Los Angeles
 15 at Los Angeles
 16 at Los Angeles
 17 Seattle
 18 Seattle
 19 Detroit
 20 Detroit
 21 San Francisco
 22 San Francisco
 23 San Francisco
 24 *Off Day*
 25 at Baltimore
 26 at Baltimore
 27 at Baltimore
 28 at Detroit
 29 at Detroit
 30 at Detroit
 31 at Detroit

June

1 at Boston
 2 at Boston
 3 at Boston
 4 Minnesota
 5 Minnesota
 6 Minnesota
 7 Los Angeles
 8 Los Angeles
 9 Los Angeles
 10 Los Angeles
 11 at San Francisco

12 at San Francisco
 13 at San Francisco
 14 *Off Day*
 15 at Chicago NL
 16 at Chicago NL
 17 at Chicago NL
 18 at St. Louis
 19 at St. Louis
 20 at St. Louis
 21 Cincinnati
 22 Cincinnati
 23 Cincinnati
 24 *Off Day*
 25 Pittsburgh
 26 Pittsburgh
 27 Pittsburgh
 28 *Off Day*
 29 at Baltimore
 30 at Baltimore

July

1 at Baltimore
 2 at Cleveland
 3 at Cleveland
 4 at Cleveland
 5 New York
 6 New York
 7 New York
 8 *Off Day*
 9 Los Angeles
 10 Los Angeles
 11 Los Angeles
 12-15 All-Star Game at Anaheim, CA
 16 at Kansas City
 17 at Kansas City
 18 at Kansas City
 19 Boston
 20 Boston
 21 Boston
 22 *Off Day*
 23 Chicago AL
 24 Chicago AL
 25 Chicago AL
 26 *Off Day*
 27 at Texas
 28 at Texas
 29 at Texas
 30 at Chicago AL
 31 at Chicago AL

August

1 at Chicago AL
 2 Kansas City
 3 Kansas City
 4 Kansas City
 5 *Off Day*
 6 Texas
 7 Texas
 8 Texas
 9 at Seattle
 10 at Seattle
 11 at Seattle
 12 *Off Day*
 13 at Minnesota
 14 at Minnesota
 15 at Minnesota
 16 Toronto
 17 Toronto
 18 Toronto
 19 Tampa Bay
 20 Tampa Bay
 21 Tampa Bay
 22 Tampa Bay
 23 *Off Day*

24 at Cleveland
 25 at Cleveland
 26 at Cleveland
 27 at Texas
 28 at Texas
 29 at Texas
 30 at New York
 31 at New York

September

1 at New York
 2 at New York
 3 Los Angeles
 4 Los Angeles
 5 Los Angeles
 6 Seattle
 7 Seattle
 8 Seattle
 9 *Off Day*
 10 Boston
 11 Boston
 12 Boston
 13 at Kansas City
 14 at Kansas City
 15 at Kansas City
 16 *Off Day*
 17 at Minnesota
 18 at Minnesota
 19 at Minnesota
 20 Chicago AL
 21 Chicago AL
 22 Chicago AL
 23 Texas
 24 Texas
 25 Texas
 26 Texas
 27 at Los Angeles
 28 at Los Angeles
 29 at Los Angeles
 30 at Seattle

October

1 at Seattle
 2 at Seattle
 3 at Seattle