



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

March 19, 2011

A's Renew "Green Collar Baseball" Advertising Campaign

PHOENIX, Ariz. – The Oakland Athletics and their advertising agency, Hub Strategy, are introducing the second season of their award-winning marketing campaign, "Green Collar Baseball," a fully integrated program featuring television, radio commercials print, outdoor and digital advertisements.

The 2011 television advertising campaign highlights the hard work that embodies the young Oakland A's team, and shows that the organization is not afraid of utilizing unconventional methods in order to win. The team's marketing slogan, "Green Collar Baseball," will be integrated throughout the A's marketing and advertising campaign this season.

"Green Collar Baseball illustrates the hard work our players put in to succeed," commented Jim Leahey, A's Vice President of Sales and Marketing. "It also captures the personality of the individuals and the culture of the organization. Fans will get an entertaining look at how dedicated to their craft our guys are."

"We're really excited about working with the Oakland A's again this year," said DJ O'Neill, founder/CEO of Hub Strategy. "They're a great organization, and the work we're doing for them is really fun."

The "Green Collar Baseball" campaign will feature the following unique television commercial:

- **Eat, Sleep, Breathe:** A's players Coco Crisp, Kurt Suzuki, Gio Gonzalez and Ryan Sweeney have baseball on the mind in every part of their day.
- **The Closer:** A's pitcher Andrew Bailey takes his title "Closer" literally.
- **Friendly Competition:** Gonzalez and Suzuki push each other in their training, both on land and in the water.
- **Reviewing The Tapes:** With a passion for excellence in everything, Bailey works hard to make sure A's fireworks nights remain the best in the business.
- **Curveball:** With help from a friend from down under, Gonzalez sharpens one of the best curveballs in the game.
- **Peripheral Vision:** Holding the running game in check takes outstanding peripheral vision, and Trevor Cahill shows how this talent affects his everyday life.
- **Two Steps Ahead:** Sweeney shows that he's ready to play two, always.

Hub Strategy (Hub), a full-service creative agency, will develop all radio, television, digital, print and outdoor advertising for the A's for a second straight season. In 2010, Hub teamed up with the A's advertising group to earn two national awards from the National Sports Forum, earning NSF ADchievement finalist recognition in the print category, and winning the second place award in the television category.

Season ticket plans for the 2011 Oakland A's season start at just \$9 per game and are available by calling (510) 638-GoA's (4627). Single-game tickets are on sale at the Oakland-Alameda County Coliseum Box Office, online at oaklandathletics.com, by calling (877) 493-BALL or all Tickets.com outlets. For additional ticket information, please visit oaklandathletics.com/2010 or call (510) 638-GoA's (4627).

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MEDIA NOTE: A sample of the A's television commercials along with interviews with players who star in the campaign are available over the satellite Saturday, March 19, from 5:15-5:30 pm PT. The coordinates are: AMC 1 Transponder C1 (3720 MHz Horiz downlink in analog and with a 6.2/6.8 audio in mono). If you would like to receive a beta copy of the commercials through the mail, or receive a sample of the print or web advertising campaign sent via email, please contact Kristy Fick at kfick@oaklandathletics.com.