



NEWS

For Immediate Release

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Continental Baseball League Says “Let’s Play Ball” in Lewisville, Texas *Inaugural Season Features Thursday-Sunday Games Starting May 25, 2007*

Lewisville, Texas; February 8, 2007 – Ron Baron, President and CEO of the **Continental Baseball League**, announced today that **Lewisville, Texas**, has been awarded one of the four franchises for the first-year independent league that will begin its 12-week, 60-game schedule on May 25, 2007. Baron announced that the **Lewisville Lizards** ownership group is headed by Sara Kelm, a Florida-based real estate executive, former collegiate volleyball player, current triathlete and sports enthusiast. Kelm intends to meet immediately with local Lewisville groups to put together marketing and ticket plans for the inaugural 2007 season. She has plans to incorporate a portion of corporate sponsorship funds to local athletic departments for collegiate athlete scholarships.

The **Lewisville Lizards** team will play home games at Lewisville High School. Kelm remarked, "We are thrilled to provide family-friendly and affordable professional baseball to the area. We hope the Lewisville and Denton County community will enjoy the great game of baseball with their family and friends."

The corporate office and training facility for the **Lewisville Lizards** will be housed at The MAC, a 37,000-square foot athletic facility located at 200 Continental Drive in Lewisville; where fans can also purchase tickets to **Lizards** games and other team events. The MAC includes a baseball practice field and four indoor baseball cages. Donna Hernandez, one of the owners of The MAC, stated, "We are pleased to be a part of bringing the **Lizards** to Lewisville. The team will likely bring additional quality job opportunities and tourism to Lewisville, along with affordable family fun. I think that is good for everyone in our community."

Other CBL franchise areas selected are Keller/Northeast Tarrant County, Texas; a Dallas-based "travel team" and a fourth city which will be announced later in February. The CBL is the brainchild of Baron, who has more than 20 years of experience in sports law and consulting. He founded the Center for Sports Law and Risk Management, Inc. in Dallas in 1988 and in 1994 opened Sports Fantasy Tours & Events to provide customized programs for Fortune 500 companies, media and trade association clients.

Team rosters will be comprised of 20-25 players, many of them local former college stars, along with other young pros from other independent leagues and professional minor league teams (Class A level). The respective CBL teams will announce managers and other front office personnel shortly.

Lewisville Mayor Gene Carey was very pleased the CBL chose his city from an original market search that took Baron to more than 40 cities during the past 9 months, "We are excited to welcome independent professional league baseball to Lewisville. Baseball is the all-American sport, and we feel like we have an all-American atmosphere in our community. This will be another outstanding leisure opportunity for families all across Denton County, to spend a few hours of quality time at the ballpark and cheer the local team to victory."

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Baron's league staff also includes former Chicago Cubs executive Bob Ibach, who now operates a media relations and event management firm in Chicago, and former major league outfielder Jay Johnstone, now based in Los Angeles. Johnstone runs a fantasy camp business, and is a well-known radio and television commentator. Laura Kath is the league's director of marketing, a long-time consultant in communications based in California. Ibach, Johnstone and Kath will be present at the press conference announcing the new team in Lewisville.

Baron has visions of expanding the CBL to eight to ten teams in future seasons, but pointed out that his group was very selective in choosing the cities for the inaugural season. "We want to make this first season a true blueprint of success for future teams to follow," Baron noted. "I am convinced that the four teams we have put together for our first season will be very successful, and will bring a high level of affordable entertainment to each community. The many business members of the Lewisville area community that we have met with for several months have warmly received us. I am so pleased to welcome Sara Kelm to our league's ownership group. Sara is a joy to work with and is a true baseball fan." Kelm will be present at the first official league meeting at CBL headquarters in Dallas on February 15.

Johnstone, who played for the Dodgers, Angels, Yankees, Phillies and Cubs, joined the CBL because he wanted to give something back to the game. "Baseball has been in my blood for many years, and I remember how it was when I was a rookie, just starting out and looking for a chance to play ball," he said. "When you're a young kid, with talent, you just want an opportunity to show what you can do on a ball field. Well, the CBL is going to give young ballplayers a chance to see if they can fulfill that dream. If nothing else, many young ballplayers are going to have an opportunity to play pro ball when in many cases they would not have gotten that chance. No matter what the end result, the game of baseball and Lewisville are going to be the winners."

During his 10 years with the Chicago Cubs, Ibach visited many of the farm teams and saw firsthand how some players at the low Class A levels were often pushed to the side after one or two seasons. "Players mature sometimes a bit later, and sometimes a young pitcher at 18 or 19 really turns it around when they hit 20 or 21," Ibach noted. "But if they don't get in enough innings, or get that extra chance to show off their skills, they get lost in the shuffle. We're hoping that the CBL will provide those types of athletes a chance to be seen."

Each team in the CBL will sponsor Youth Instructional clinics. Players from the home team will attend these events, along with coaches, and offer local youngsters the opportunity to learn more about the game of baseball. Sessions on pitching, hitting, fielding and other parts of the game, will be conducted. Youngsters will also be taught baseball strategy, sportsmanship—and even how to keep score at a game, a lost art these days. "In addition to providing good entertainment, we want to educate our young fans who play youth league and high school ball, so that they will become better fans of the game and pass this on to future generations," said Baron.

"The CBL is dedicated to making baseball fun, enjoyable and a great value for fans of all ages, said Kath, the League's marketing director. Games and concessions will be priced economically, and tickets will be structured in the \$5 to \$7 range. Parking will be complimentary. While the average price of attending a major league game this past season was well over \$215 for a family of four, as pointed out in a recent survey, Baron noted he wants to keep CBL prices under \$50 for a family of four.

"We're looking forward to a great season in Lewisville, and encourage fans to come out and support their hometown team," said Baron. "We feel the local team will spur on great community pride and easily put a big league stamp on the city. When a community can say they have a pro baseball team, in turn that catches the eyes of other local businesses and brings more economic development into that market. One feeds off the other. Let's play ball!"

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