



NEWS

For Immediate Release

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Bay Area Toros of the Continental Baseball League to call League City, Texas home

Inaugural Season Features 40 Home Games Starting May 27, 2007

League City, Texas; February 27, 2007 – Ron Baron, President and CEO of the **Continental Baseball League**, announced today that **League City, Texas**, has been awarded one of the four franchises – to be named the **Bay Area Toros** - for the first-year independent league that will begin its 12-week, 60-game schedule on May 27, 2007.

In addition, Baron announced that the **Bay Area Toros** ownership group has named **Mike Pede** as the Toros General Manager and Chief Operating Officer for the inaugural 2007 season. Pede - who was formerly the Associate Athletic Director at Rice University – has brought on **Dave Fanucchi** of Fanucchi Communications to handle the Toros' media and public relations, as well as day-of-game press box operations.

The **Bay Area Toros** will play home games at Clear Creek High School, and will be managed by local coaching legend **Jim Bolt**.

League City Mayor **Jerry Shults** was very pleased that the CBL chose the Houston Bay Area from an original market search that took Baron to more than 40 cities during the past 9 months. "We're very happy to become associated with the CBL, and to be one of the first four teams in the league," said Shults. "We are confident that the Toros will be a success on and off the field, and will provide positive economic benefits to both the City of League City, and the entire Bay Area."

The corporate office facility for the **Bay Area Toros** will be located at **3027 Marina Bay Drive** in League City; where fans can also purchase tickets to **Toros** games and other team events. The official website for the team will be www.bayareatoros.com and will be the first stop for fans to find information on tickets, promotions, camps, clinics and everything **Toros** in the area. "We couldn't be more excited about the opportunity to provide family-oriented, affordable professional baseball to the League City-Galveston area," said Pede. "We hope the community will come out to the ballpark and enjoy the great game of baseball with their family and friends."

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 league will hold tryouts in the Dallas area on March 30-31 and the **Bay Area Toros** will then hold local Houston area tryouts for interested, qualified players, April 15, 22, and 29 at locations to be announced, via the Toros website.

Other CBL franchises already announced are the Lewisville (Texas) Lizards, Tarrant County (Texas) Blue Thunder, and a Dallas-based travel team. The CBL is the brainchild of Ron 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.

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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.

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 League City community that we have met with for several months, have warmly received us."

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 the Bay Area are going to be the winners."

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.

Games and concessions will be priced economically, and tickets will be structured in the \$5 to \$10 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 League City, 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. So, let's play ball!"

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For further information, log on to www.cblproball.com or visit the Bay Area Toros Team website at www.bayareatoros.com.