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MERCHANT AMBASSADOR

PRESS RELEASE

Merchant Ambassador launches licensed Major League Baseball product!
Exciting new MLB Game launched for Baseball & Christmas seasons!

Merchant Ambassador is proud to announce the release of the new 'MLB Slammin' Sluggers Baseball Game,' available now at select MLB stadium clubhouse stores and MLB.com. Beginning this fall, the game will also be available at leading US retailers such as Toys"R"Us.

This two-player game offers a genuine baseball experience unlike anything in the market, allowing one player to pitch and field while their opponent hits and runs the bases. One of the exciting features is the magnetized field which allows the pitcher to curve a metallic ball during the pitch, allowing the player to pitch curve balls and several other unique pitches! The field can also be customized to feature the logos of all 30 MLB teams!

Children around the country love going to baseball games, watching baseball and playing the sport. The MLB logo and the logos of the 30 MLB clubs bring instant recognition and appeal to toys & games. Combine that with the innovative and compelling product features, MLB Slammin' Sluggers is sure to the top the list of must-have toys for this fall!

Mark Pavey, General Manager of Merchant Ambassador said, "Kids love baseball, kids love MLB and their home team, kids love high-action board games, and parents are looking for compelling games that will get their kids interacting with their friends & family in real life. For all these reasons MLB Slammin' Sluggers Baseball Game is poised for success this year and beyond. It is also a great tool to teach kids the basics of the game in a fun, engaging way. We are thrilled to bring this amazing new baseball game to the market."

Media interested in writing about Slammin' Sluggers can gain additional information via below links:
- Product Trailer: https://www.youtube.com/watch?v=t7CLU6_nlTs&list
- Gameplay Trailer: https://www.youtube.com/watch?v=XtLc99f6bnY&list
- Follow us on Facebook: https://www.facebook.com/BaseballToysGames
- Presentation Slides here: http://www.merchantambassador.com/SlamminSluggers.pdf

MLB Slammin' Sluggers ™ MSRP $29.99

It is time to experience Major League Baseball action like you never have before! Slammin' Sluggers offers genuine baseball experience for use at home. This two-player game allows you to pitch, bat, run, field and keep score just like a big league game. Even more exciting are the unique features such as real-time fielding and pitching wild curve balls using the innovative magnet technology and control system. As an extra bonus, each set comes with all 30 club stickers so that players can personalize with their favorite team!

About Major League Baseball Properties

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Clubs' agent for marketing and trademark licensing and protection. Major League Baseball Properties is responsible for managing consumer licensing activities, developing national advertising campaigns, cultivating sponsorship opportunities with major consumer brands and corporations, growing the game and the business of baseball outside the United States and creating national marketing programs in conjunction with Clubs, broadcast rightsholders and national sponsors. MLBP also operates a full-service video and audio production unit (Major League Baseball Productions), a publishing division and stock photo licensing agency, and manages logistics for the All-Star Game and World Series as well as all other special events. For more information on Major League Baseball, log on to www.MLB.com.