



**FOR IMMEDIATE RELEASE**

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**KiDS ScoreCard's Souvenir Stands open for business online**

*MLB.com, Dick's Sporting Goods two of many sites selling the new hit collectible*

**ATLANTA** – With its customized promotional products already a hit with fans and teams throughout the sports landscape, KiDS ScoreCard begins its retail sales operations with its MLB Properties- and MLB Players Association-licensed retail KiDS ScoreCards, now available online at MLB.com, eBay and on its own online Souvenir Stand.

Fans of all ages and all MLB teams can purchase their favorite team's KiDS ScoreCard for as low as \$4.99. Each team's package includes its customized scorecard featuring its ballpark's unique field dimensions, and the accompanying static vinyl cling sheet showcasing the team's star players in high-quality color.

"Our promotional KiDS ScoreCards introduced our products to fans and sponsors of teams from all sports, leagues and levels," said Kurt Hunzeker, Vice President of Sales, Marketing and Corporate Partnerships for the company. "Nearly one-half of MLB teams started the season selling their team's KiDS ScoreCards inside their ballparks. While that figure continues to grow, we also want to reach fans anywhere in the world. Opening multiple, online KiDS ScoreCard Souvenir Stands was a no-brainer for us."

In addition to the company's website, MLB.com and Dick's Sporting Goods online store, KiDS ScoreCard launched a specialty eBay store in order to tap into eBay's existing and expansive collectible-savvy consumer base, according to Hunzeker.

Other online retail chains selling the inaugural KiDS ScoreCard MLB collection include CBS SportsLine, City Sports, Dunham's Sports, Fogdog Sports, MC Sports, Modell's, Sports Authority and Sport Chalet. The company also finalized terms with another online distributor that would add more than 800 more stores to this list.

KiDS ScoreCard also offers special collector's editions, including the entire 30-team MLB Collection, American and National League versions (includes the static vinyl cling sheets for each team) and divisional sets in each league.

*About KiDS ScoreCard LLC*

Headquartered in Pittsburgh, KiDS ScoreCard is a leading sports promotional product company, highlighted by its innovative, interactive kid-friendly scorecard. The fully customizable KiDS ScoreCard provides sports teams, leagues and corporate sponsors with new revenue streams as a new sponsorship platform, retail collectible or kids' club membership premium. The 2007 baseball season will mark the first as an Official Licensee of Major League Baseball Properties and MLB Players Association. The company's Atlanta office handles all sales, marketing and corporate development efforts. For more information and product designs, visit <http://www.kidsscorecard.com>.

**PRESS CONTACT**

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