



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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THE RBI STORY: DRIVING HOME THE VALUES OF LIFE PRESENTED BY KPMG
TO PREMIERE IN PRIMETIME ON ESPN

MLB Productions Special to Highlight the Impact of the RBI Program on Youth

Major League Baseball and KPMG announced today they will premiere *The RBI Story: Driving Home the Values of Life presented by KPMG* on Friday, August 24, on ESPN at 9:00 p.m. ET. The compelling one-hour special, produced by Major League Baseball Productions, will provide an intimate look at Reviving Baseball in Inner Cities (RBI) through the lives of current and former players and explore the impact the RBI program has had on millions of kids worldwide. Set against the backdrop of the 2007 RBI World Series presented by KPMG, the special will explore the experiences of three current RBI players: Ramon Reyes, age 18 from Philadelphia; Denitia Carter, age 18 from Atlanta; and Daniel Hordo, age 15 from Los Angeles. Through stories told by players, coaches, alumni and executives, viewers will see that RBI makes a champion of everyone.



RBI, administered by Major League Baseball and sponsored by KPMG, annually provides as many as 120,000 boys and girls, primarily from diverse and underserved areas, with the opportunity to play baseball and softball. Since its inception, Major League Baseball Clubs have drafted more than 170 RBI participants including 17 RBI graduates in the recently completed 2007 First-Year Player Draft. Countless more children have been impacted by the program, going on to college and contributing to their communities positively. The RBI programs also feature educational and life skills components, including *Breaking Barriers: In Sports, In Life*, a multicultural character education program developed by Major League Baseball, and Boys & Girls Clubs of America's Quick SMART! (Skills Mastery And Resistance Training) program.

The RBI Story: Driving Home the Values of Life presented by KPMG will be hosted and narrated by RBI alumnus and Boston Red Sox Outfielder Coco Crisp. Crisp played in two RBI World Series, and was part of the 1995 Los Angeles Seniors Boys Championship Team.

"Years ago I could only dream that someday I'd make the Major Leagues," said Crisp. "But I did – and that's why whenever I talk to young kids I tell them about a program that can help them pursue their dreams – Reviving Baseball in Inner Cities."

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The one-hour special will feature interviews with Crisp and other RBI alumni who have gone on to the Major Leagues, including Dontrelle Willis, C.C. Sabathia and Carl Crawford. It will also include insights from some of the program's strongest supporters, including Baseball Commissioner Allan H. (Bud) Selig, KPMG Chairman and CEO Tim Flynn, and Los Angeles RBI alumnus and University of Tennessee softball player Kenora Posey.

The special, which provides a first-time look at the RBI program, uses a combination of on-camera testimonials, in-game sound, behind-the-scenes moments and up-close game coverage. Interspersed throughout the program will be key moments of the 24 baseball and softball teams that competed in the 15th annual RBI World Series presented by KPMG, which was held in early August in the greater Los Angeles area.

Major League Baseball Productions, the Emmy® award-winning in-house television and video production division of Major League Baseball, committed its vast resources to produce *The RBI Story: Driving Home the Values of Life presented by KPMG*.

Major League Baseball sponsors are the only entities with commercial time during the program. MLB themed spots from State Farm®, Sharp, Pepsi, Holiday Inn, MasterCard and Chevrolet will appear throughout the broadcast of *The RBI Story: Driving Home the Values of Life presented by KPMG*.

About RBI

RBI presented by KPMG is one of many Major League Baseball initiatives dedicated to enhancing youth participation and interest in baseball and softball. Specifically, RBI is designed to promote interest in the sport and encourage kids to stay in school. RBI programs have been started in more than 200 cities worldwide, and annually provide as many as 120,000 boys and girls the opportunity to play baseball and softball.

About KPMG

KPMG is a global network of professional firms providing Audit, Tax and Advisory services. We operate in 148 countries and have 113,000 people working in member firms around the world. The independent member firms of the KPMG network are affiliated with KPMG International, a Swiss cooperative. Each KPMG firm is legally distinct and separate entity, and describes itself as such.

About Major League Baseball Productions

Major League Baseball Productions is the Emmy® award-winning television and video production division of Major League Baseball and official video archivists of the game. With unparalleled access to the game and its players, Major League Baseball Productions produces original programming for growing audiences worldwide through its network specials, exclusive home videos, commercials and other specialty programming. For more information on Major League Baseball Productions, log on to www.MLBProductions.com.

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