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WESTFIELD ANNOUNCES PARTNERSHIP WITH LIDS INDIANA BULLS BASEBALL ORGANIZATION

WESTFIELD, IN, January, 28, 2011 – Westfield Mayor Andy Cook announced today that the City will partner with the LIDS Indiana Bulls, Indiana’s premier youth baseball organization, to make Westfield’s future Grand Park Sports Campus its new home. The Bulls organization began in 1991 and has become one of the top amateur baseball organizations in the United States. The Bulls will host over 1,500 teams from every state, Canada, Mexico and Puerto Rico for tournaments annually, plus showcase for college and professional baseball scouts.

The Bulls will host tournaments at Westfield’s Grand Park Sports Campus throughout the Spring, Summer and early Fall season, estimating 100,000 visitors a year and creating a significant economic development impact to Westfield, Hamilton County and the Indianapolis area. “This is such an exciting partnership for our City,” says Mayor Cook. “We intend for this sports campus to be a catalyst in fostering economic development for Westfield. This will be our industry and this joint venture is a large step in creating that industry.”

“For the past 19 years, the LIDS Indiana baseball organization has been among the finest amateur programs in the country,” says Scott Rolen, Cincinnati Reds Third Baseman and former Bulls player. “Today, the City of Westfield has made an unprecedented commitment to youth of the state of Indiana. I am thankful to the City of Westfield and excited for the opportunities this partnership creates for the future of LIDS Indiana Bulls.”

The Grand Park Sports Campus is a planned 300-acre development destined to become a family destination like no other. Grand Park will feature a full-range of championship-level facilities for baseball, softball, soccer, lacrosse, football, rugby and field hockey (26 outdoor baseball and softball fields - turf and grass, 32 outdoor soccer, lacrosse, football, rugby and field hockey fields -turf and grass, and an indoor facility). The fields will be surrounded by dining, retail and entertainment venues, all geared toward supporting and enhancing the family sports atmosphere and experience. Building on

Indiana's long and storied sports tradition, Grand Park will be a premier location for athletes, visitors and the local community.

"Today's announcement marks a monumental day for the LIDS Indiana Bulls organization," said its President Ken Kocher. "We are thrilled to be able to partner with the City of Westfield on this project because of all the very positive opportunities it will afford our players, their families and this central Indiana community."

Overall, 85 percent of all Bulls players receive college scholarships to play baseball; many are drafted into the Major or Minor Leagues. Currently, 81 players are on active rosters in the NCAA and 28 former Bulls players are playing at either the major or minor league levels of baseball, including Tommy Hunter, originally from Indianapolis, who recently pitched for the Texas Rangers in the 2010 World Series. Hunter is elated about the future Lids Bulls Home, adding, "The Indiana Bulls program not only provides a national platform for the best of Indiana to play on, it provides mentors and guidance throughout youth and high school. We are taught to be role models, respectful and to develop pride for ourselves, our hometowns and our state; having a "home base" in Westfield will be amazing for players, as it is central and in the heart of Indiana."

"Obviously, the level of play this organization provides will attract high quality tournaments which will provide an enormous amount of entertainment for spectators," says William Knox, Director of the Hamilton County Sports Authority. "You will be able to bring your family to see top rated athletes from around the country and we expect this to make a huge impact on Hamilton County and Indianapolis tourism."

Grand Park construction is scheduled to begin this year and ready for play in the late 2012 season.

ABOUT THE LIDS INDIANA BULLS

It is the mission of the LIDS Indiana Bulls to increase the number of boys baseball players from Indiana who reach the college and professional level by providing its players national-level competition and superior coaching with an emphasis on skill development and exposure to college coaches and professional scouts. The LIDS Indiana Bulls is a 501(c)3 not-for-profit organization. Its primary corporate supporter is Indianapolis-based Hat World, Inc. which operates the LIDS and LIDS Locker Room retail businesses, and LIDS Team Sports, a full service team uniform and apparel detaler, custom screen printer, embroidery and sporting goods distributor.

www.indianabullsbaseball.org

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