



FOR IMMEDIATE RELEASE

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From the Minors to the Majors; KiDS ScoreCard officially makes The Show *Major League Baseball Properties and MLB Players Association grant licensing agreements*

PITTSBURGH/ATLANTA – KiDS ScoreCard, LLC proudly announces licensing agreements with two of professional sports most storied properties: Major League Baseball Properties and Major League Baseball Players Association. The agreements begin with the 2007 season, joining Minor League Baseball as KiDS ScoreCard's three official licensors.

“These agreements mark a significant day in KiDS ScoreCard's growth,” said Kurt Hunzeker, Vice President of Sales, Marketing and Corporate Partnerships for the company. “As an official licensee of MLB Properties and MLBPA, we pledge to educate and entertain young fans as they become die-hard followers of America's Pastime.”

The licensing agreements effectively launch KiDS ScoreCard's retail operations as it continues to grow its promotional product line. Customized KiDS ScoreCards have been added to a number of teams' promotional calendars in 2007, including the MLB Florida Marlins, MiLB Akron Aeros and NCAA Penn State University women's basketball team.



The company is in talks with more than 70 sports properties to develop custom-design promotions for their youthful fan bases.

Licensed products will be available in KiDS ScoreCard's Souvenir Stand later this month. Retail outlets across the country -- including Toys 'R' Us stores in Boston, Chicago, Los Angeles, New York City, Philadelphia and St. Louis -- have begun selling products in their stores and online.

Additionally, a number of MLB and Minor League Baseball teams will carry KiDS ScoreCards in their in-park souvenir stores: MLB Cincinnati Reds, Colorado Rockies, New York Mets, New York Yankees, Oakland Athletics, St. Louis Cardinals and Texas Rangers, Class AAA Tucson Sidewinders and the Class AA West Tenn Diamond Jaxx.

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>.

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