

**TAMPA BAY DEVIL RAYS - ST. PETERSBURG TIMES
REACH EXCLUSIVE AGREEMENT**

August 24, 2006

Fully Integrated Deal Includes MLB's First Season-Long Internet Title Sponsorship

ST. PETERSBURG, FL---The Tampa Bay Devil Rays and the *St. Petersburg Times* have agreed to a multi-year, exclusive sponsorship affiliation, it was announced today.

As part of this groundbreaking, fully integrated agreement, the *Times* will receive designation as the Official Newspaper of the Tampa Bay Devil Rays. The *Times* will also receive ballpark signage in the seating bowl and concourse at Tropicana Field as well as an outfield wall sign at Progress Energy Park; promotion on Rays radio and television; the presenting partnership of the Devil Rays youth baseball camps; sales and promotional kiosks at Tropicana Field; and numerous market-wide promotions.

"The *St Petersburg Times* has always been a key marketing partner of the Rays. This new arrangement strengthens and enhances our relationship while providing significant and measurable brand awareness," said Rays' Senior vice president/Chief Sales Officer Mark Fernandez. "It truly is a one-of-a-kind, fully integrated partnership, and it is made possible because the *St Petersburg Times* is such a sophisticated marketer and strong community supporter."

"The *Times* and the Devil Rays are a strong match as business partners," said Marty Petty, publisher and executive vice president of the *Times*. "Our organizations share the same values when it comes to relationships, community involvement, education and investing in the region's growth and vitality for the long term. It is in that spirit that we will work to find innovative ways to grow our franchises."

In the most unique feature of this agreement, the *Times* will become Presenting Sponsor of the team's official Web site, www.devilrays.com. This is the first season-long presenting sponsor of a Club site and includes logo placement on each page of devilrays.com as well as online media support and in-season sweepstakes.

"We welcome the *St Petersburg Times* as a major sponsor of the Tampa Bay Devil Rays and applaud their foresight in taking advantage of this unique opportunity to become the first presenting sponsor of DevilRays.com," said Noah Garden, executive vice president of e-commerce and sponsorships for MLB Advanced Media, the interactive media and Internet company of Major League Baseball.

"With over 1.5 billion visitors and more than 11 billion page views to MLB.com and the 30 individual team Web sites in 2005, we are confident that this sponsorship will provide significant and valuable visibility for Florida's largest daily newspaper," added Garden.

Fans will also be able to purchase the *Times* at display racks throughout Tropicana Field and visit the *Times'* interactive alcove at the ballpark, both included in the agreement.

The agreement does not include a revenue-sharing component and would not affect the *Times* news coverage of the ballpark or the Devil Rays and will not affect the newspaper's relationship with advertisers. The *Times* has similar relationships with the St. Pete Times Forum, International Plaza & Bay Street and Busch Gardens Tampa Bay.

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