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# MLB AND MASTERCARD WORLDWIDE EXPAND CHARITABLE PARTNERSHIP WITH STAND UP TO CANCER THROUGHOUT 2009 POSTSEASON

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## **Every Home Run Hit Throughout Postseason to Benefit Stand Up to Cancer**

### **MasterCard to Donate \$1 Million if "Hit It Here" Sign is Struck During World Series Game 3**

**Los Angeles - October 7, 2009** - Major League Baseball and MasterCard Worldwide have expanded their charitable relationship with Stand Up To Cancer throughout the 2009 Postseason. MasterCard will donate \$1 million to Stand Up To Cancer if a "Hit It Here" sign in the outfield is hit with a home run during Game 3 of the World Series. In addition, MasterCard will also donate \$1,000 for every home run hit throughout the entire Postseason. The MLB Division Series begins Wednesday, October 7 exclusively on TBS. The National League Championship Series begins Thursday, October 15 on TBS, with the American League Championship Series beginning the following day on FOX. Game 3 of the World Series will take place on Saturday, October 31 on FOX.

MasterCard originally tied its "Hit It Here" promotion to Stand Up To Cancer as part of the overall commitment by Major League Baseball and its business partners to dedicate All-Star Week to raising funds and awareness for charitable initiatives and celebrating the importance of community service.

"MasterCard played a huge role in helping Major League Baseball 'Go Beyond' during All-Star Week," said Baseball Commissioner Allan H. (Bud) Selig. "We're thrilled they have elected to expand upon this great charitable platform with Stand Up To Cancer throughout the Postseason."

"Extending our support for Stand Up To Cancer throughout the MLB Postseason provides MasterCard with a highly visible platform to get behind a critical mission that connects our employees, customers, cardholders and baseball fans," said Rob Steeger,

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Vice President, US Sponsorships, MasterCard Worldwide.

"Every single person can play a role in helping the scientists who are working 24/7 to end cancer. We're profoundly grateful to MLB and MasterCard for their support, and for giving us a wonderful opportunity to drive that message home," said Stand Up To Cancer Executive Director Diane Balma, who is also a cancer survivor. "We hope all the players involved will aim for the signs!"

In one year, Stand Up To Cancer raised more than \$100 million due in part to an historic hour-long program simultaneously broadcast on ABC, CBS and NBC, on September 5, 2008. In May 2009, SU2C announced its first funding of \$73.6 million to five Dream Team collaborations, comprised of more than 38 principal investigators from over 20 leading institutions, with more than 200 individuals participating in total.

MasterCard has been an official sponsor of Major League Baseball since 1997 and is the preferred card of MLB and MLB Advanced Media. MasterCard has a strong history of innovative and comprehensive marketing platforms with MLB and its Clubs over the years, including the "MasterCard Presents Major League Baseball All-Century Team" in 1999, the "MasterCard Presents Major League Baseball Memorable Moments" in 2002 and the "Hit It Here" in-stadium promotion at MLB All-Star Week since 1999. MasterCard also maintains sponsorship alliances with 11 MLB Clubs including six of the eight postseason contenders (Boston Red Sox, Los Angeles Angels of Anaheim, Los Angeles Dodgers, New York Yankees, Philadelphia Phillies and St. Louis Cardinals).