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MEDIA CONTACTS: Sarah Mans, Periscope, 612.399.0578
Caroline Cronk, Volkart May & Associates, Inc. 763.450.4981

Periscope Joins Efforts with MN Twins Direct Marketing Partners Volkart May & Associates, Inc. and Penn Garritano

Efforts Combined to Advance 2008 Season Ticket Sales

MINNEAPOLIS, March 28, 2008 — Minnesota Twins advertising agency, Periscope, has joined forces with Volkart May & Associates and Penn Garritano to create and produce marketing materials to drive season ticket sales and promote the club's new ballpark.

"We're thrilled to be a part of the Minnesota Twins success year after year," said Greg Kurowski, Periscope president and CEO. "We feel confident that the Twins will achieve excellent ticket sales for the upcoming season, as fans anxiously await the new stadium."

Together these agencies designed, developed and produced unique direct marketing campaigns. Specifically, Periscope branded a season ticket renewal box with a Twins batting helmet and ticket information inside. Fans who purchased season tickets, or renewed their 2008 ticket package, received season tickets in a unique box with player illustrations. Corporate season ticket holders also received an e-brochure that provided a convenient way to access ticket information online.

In addition to Periscope's efforts, Penn Garritano created a 9-point "Suite Spot" marketing campaign in an effort to encourage local business owners to purchase season ticket packages. They generated leads for the 2008 ticket packages and are currently in the midst of executing the campaign with direct mail, radio and television marketing. Volkart May & Associates' role included collaboration on strategic development of the B2B campaign and the execution of a disciplined outbound calling campaign to Minnesota businesses in an effort to generate interest for season tickets and set appointments for the Twins sales team.

Periscope recently completed the third of four "This is Twins Territory" TV ads to promote the Twins season, and will complete the fourth spot after the season's start.

“Twins baseball has always been a powerful and affordable way to entertain clients, reward employees and spend time with friends and family,” said Steve Smith, Twins Vice President Ticket Sales and Service. “And now with the new ballpark on the near horizon and the importance of establishing priority for seats in the new ballpark, we felt the time was right to expand our marketing efforts in order to share our unique value proposition in a more meaningful and compelling way. Periscope, Penn Garritano and Volkart May & Associates, Inc. have been terrific partners in this effort.”

About Periscope. Periscope, the largest independent agency in the Twin Cities with offices in Minneapolis, Hong Kong and Delhi, has 235 employees, \$235 million in capitalized billings and \$30 million in annual revenue. Periscope's broad range of services includes strategic and account planning, print and broadcast advertising, interactive marketing, collateral, in-store and package design, direct marketing, public relations and brand advocacy, graphic services and media planning and buying. Periscope's diverse and impressive client roster includes leading local, national and international clients across a wide range of industries. For more information, visit www.periscope.com.

About Penn Garritano. Penn Garritano is a full-service marketing agency serving clients in a wide variety of consumer and business-to-business industries in both traditional and digital media. The agency specializes in creating brand-oriented, customer-focused, response-driven marketing solutions for clients including the Minnesota Twins Baseball Club, the Minnesota Historical Society, Ecolab, John Deere, Deluxe, U.S. Bank and National Geographic. Penn Garritano is a past winner of the Midwest Direct Marketing Association's Direct Marketers of the Year award. For more information, please visit www.penn Garritano.com or call 612.333.3775.

About Volkart May & Associates, Inc. Volkart May & Associates, Inc. (VMA) is a Minneapolis based Business Development firm with over 25 years of experience delivering ROI to sales and marketing departments through highly effective customer acquisition and retention programs. Organizations of all sizes benefit from VMA's deep industry knowledge and strategically driven portfolio of business development services that include inquiry qualification, lead generation, database verification and profiling, event support, market research and on-site business development staffing. VMA's professional Business Development Specialists serve as a transparent extension of corporate brands across all industry verticals including healthcare and technology from our state of the art contact center or on-site at Twin Cities businesses through VMA's staffNow!™ division. For more information on VMA, please visit www.volkartmay.com.

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