



MAJOR LEAGUE BASEBALL

1271 AVENUE OF THE AMERICAS, NEW YORK, NY 10020

TO: All MLB Employees

FROM: Rob Manfred

DATE: September 29, 2020

Today is an exciting day for Major League Baseball. The Postseason begins in a unique format which follows the exciting final weekend of our regular season. An unprecedented 16 teams will start the journey towards the ultimate goal of a World Series Championship.

We made it to the Postseason in no small part due to the efforts of many of you. And, for those efforts, I sincerely thank you. But, we did more than just make it through the 60-game season. There were other important accomplishments that I would like to recognize. Let me give you just a few examples:

1. Our Media Group worked closely with our broadcast partners to reschedule games and maximize exposures in a shortened time frame.
2. Our Finance Department worked diligently to take reasonable cost containment measures that will enable us to make substantial (although reduced) distributions to our Clubs.
3. Our Sponsorship group worked creatively with clients to provide activations, secure revenue and negotiate important renewals and new agreements.
4. Our Consumer Products group was ready to respond when commerce resumed and has generated impressive sales numbers.
5. Our retail presence at 1271 is ready to open this week.
6. Our Technology and Product group helped drive engagement with new offerings like the Rally App, Cheer at the Ballpark and the MLB Film Room.
7. Our Marketing Department launched our home-grown postseason campaign titled the Remix.
8. Our Office Operations and Facilities team has worked for months to prepare our office for our gradual return.
9. Our Diversity, Community Relations and Social Responsibility groups have done great work on social justice issues and voting engagement.
10. Our Labor Relations and Baseball Operations groups have done great work in navigating through all of the challenges that COVID presented to us on and off the field.