



Kansas City Royals

PRESS RELEASE

Kansas City Royals • P.O. Box 419969 • Kansas City, MO 64141-6969 • Ph: 816-921-8000 • Fax: 816-448-0655

Vice President-Communications & Broadcasting: Mike Swanson, 816-504-4713

Director-Media Relations: David Holtzman, 816-504-4368 • Coordinator-Media Services: Dina Wathan, 816-504-4369 •

Coordinator-Communications & Broadcasting: Colby Curry, 816-504-4362 • www.royals.com • ©Kansas City Royals

For Immediate Release:

ROYALS ANNOUNCE PARTNERSHIP WITH BATS EXCHANGE

Locally-Owned Company Becomes Title Sponsor of the BATS Crown Club

KANSAS CITY, MO (March 29, 2010) – The Kansas City Royals announced today a partnership with Lenexa-based BATS Exchange, the third-largest stock exchange operator in the world. As part of the agreement, BATS will be the title sponsor of the BATS Crown Club in Kauffman Stadium.

The BATS Crown Club offers the most exclusive premium seating option available at Kauffman Stadium, featuring dugout views and behind-the-plate access. Complimentary food and drink is provided for guests, as well as Gold Reserved premium parking. The BATS Crown Club is also available for hosting events on non-game days.

“As a Kansas City-based company, we are proud to support the hometown team by sponsoring the Royals Crown Club,” said Ken Conklin, BATS Global Markets senior vice president and global head of business development and marketing. “We are also pleased with the opportunity to give back to the KC community through the BATS 1000 program for Habitat for Humanity.”

In conjunction with the Royals partnership and in recognition of the BATS 1000 Index, BATS Exchange’s own stock market benchmark, BATS will donate \$500 to Habitat for Humanity Kansas City to honor players who bat 1.000 (2-for-2 or better) and will continue to donate \$500 each time a player bats 1.000 in any single game with a minimum two at-bats.

The partnership will also include a renovated lobby hallway leading to the BATS Crown Club. The signature feature will be a timeline that blends major events in financial markets history with major events in baseball history, including a special emphasis on Kansas City baseball. The interior of the club will also undergo renovations under the direction of Dimensional Innovations, based in Overland Park, Kan.

BATS Crown Club branding will also be visible in other areas inside the club and outside in the BATS Crown Seats.

- more -

“We are excited to have BATS Exchange on board as one of our corporate partners,” said Mike Bucek, Royals Vice President-Marketing & Business Development. “It is extremely important for us to create relationships with great companies such as BATS, and we believe our guests will enjoy visiting the renovated Crown Club in 2010.”

For additional information, members of the media may contact the Royals Publicity Department at (816) 921-8000.

###