



Home of the Bees Renamed: Spring Mobile Ballpark

SALT LAKE CITY (April 7, 2009) – The Larry H. Miller Sports & Entertainment Group, along with Salt Lake City Corporation, announced today a new partnership and naming rights for the home of the Salt Lake Bees. In agreement with Spring Mobile, an AT&T Authorized Retailer headquartered in Salt Lake City, the home of the Salt Lake Bees is now renamed Spring Mobile Ballpark.

“We are pleased to further our joint efforts with Spring Mobile who has emerged as the region’s leading wireless retailer. The company has achieved tremendous success since opening in 2001 and is a great complement to what our organization represents,” said Greg Miller, CEO of the Larry H. Miller Group of Companies. “Spring Mobile is an ideal partner as we continue to offer Salt Lake City the state’s highest level of professional baseball at one of the country’s finest ballparks.”

The sponsorship deal reached today is a multi-year agreement which includes exclusive sponsorship and advertising rights and prominent signage on the exterior and interior of the building. Prior to this agreement, Spring Mobile’s most recent venture with Larry H. Miller Sports & Entertainment is the Spring Mobile IMAX Theatre at Jordan Commons in Sandy, Utah.

“Our partnership with Spring Mobile is now in its eighth year. Steadily, it has grown from advertising with KJZZ, to sponsorship opportunities with our theatres and the Utah Jazz and now to this remarkable venture – Spring Mobile Ballpark. We’re excited about this relationship and the added strengths that it brings to the Salt Lake Bees and the City of Salt Lake,” said President and COO of Larry H. Miller Sports & Entertainment Randy Rigby.

Late Bees owner Larry H. Miller worked as project manager in the construction of the 15,500 seat natural grass ballpark which was dedicated on April 9, 1994. Since that time, the ballpark has welcomed over 7.8 million fans and hosted the 1996 Triple-A All-Star Game as well as the 2005 Mountain West Conference Baseball Tournament.

“We’re delighted to have the opportunity to enter into a new long-term arrangement with the Miller organization, the great leadership of Salt Lake City and one of the premier venues of its kind in all of Minor League Baseball. It’s an extraordinary point of pride for those of us associated with Spring Mobile,” said Spring Mobile Founder and Chairman Vern Dickman.

Spring Mobile President and CEO Jason Ellis described the commitment Spring Mobile has with the Salt Lake City community. “We’re fortunate to be able to make an investment like this even during these challenging economic times. But, as a Utah-based company, we’re committed to

giving back to our community by supporting local organizations – including the Salt Lake Bees and this ballpark, which are nothing short of icons. It'll be a thrill for all of us to see the Spring Mobile name above the gates outside.”

Since the construction of the ballpark in 1994, the Salt Lake Bees have leased the Salt Lake City-owned facility each season, providing a home to Utah's only Triple-A baseball team. This new sponsorship agreement marks the first name change of the park.

“On behalf of Salt Lake City, I congratulate the Salt Lake Bees and Spring Mobile on this exciting new chapter in Bees history and wish both organizations well on this terrific new partnership. The Salt Lake Bees and the beautiful ballpark in which they play have become defining threads in the fabric of Salt Lake City. I wish the team much success this season and for years to come,” said Salt Lake City Mayor Ralph Becker.

Spring Mobile, headquartered in Salt Lake City, Utah is the leading wireless solutions retailer in Utah, Colorado, Idaho, and Wyoming. As a premier AT&T Authorized Retailer, Spring Mobile offers the best of AT&T wireless services including voice, SMS, and high-speed wireless data services, as well as the largest mobile-to-mobile calling community with more than 70 million customers.

Founded in April 2001 in Utah, Spring was recently named one of America's 5000 fastest-growing private companies by Inc. Magazine and one of Utah's 50 fastest-growing private companies by Utah Business Magazine. With 40 locations along the Wasatch Front, Spring Mobile is privately owned by three Utah-based partners and employs more than 300 people with more than 200 employees based in Utah.

Franklin Covey will continue its relationship with the Salt Lake Bees as a corporate partner.

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