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BOSTON RED SOX, NEW ENGLAND SPORTS NETWORK AND DEUTSCHE BANK CHAMPIONSHIP ANNOUNCE PARTNERSHIP WITH BERMUDA TOURISM

SOUTHAMPTON, BERMUDA – The Boston Red Sox, New England Sports Network (NESN) and the PGA Tour's Deutsche Bank Championship announced a partnership with Bermuda Tourism at a press conference held today at the Port Royal Golf Course.

The Honorable Ewart F. Brown, Premier of Bermuda and Minister of Tourism and Transport, announced the partnership details at the press conference along with NESN Vice President of Sales John O'Leary, Senior Vice President of National Sales Frank Huckabone of Fenway Sports Group, which holds exclusive sponsorship rights to the Deutsche Bank Championship, and Red Sox Vice President of Marketing Adam Grossman. Citizens of Red Sox Nation, the official fan citizenship program of the Boston Red Sox, who reside in Bermuda were also present at the press conference.



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"We want every member of Red Sox Nation to know they can be on a Bermuda pink sand beach or a majestic golf course in less time than it takes to play a baseball game," said Premier Brown. "I am confident Bermuda Tourism's new partnership with the Red Sox, NESN and the Deutsche Bank Championship will help us reach a cross-section of New Englanders and convince more of them to visit Bermuda."

As part of the partnership, the Boston Red Sox will host 'Bermuda Night' at Fenway Park on June 19, 2009. On 'Bermuda Night,' the Red Sox will recognize and honor officials from Bermuda as performers from the Bermuda Islands provide entertainment and promotional materials highlighting Bermuda are distributed at the game. Additionally, Bermuda Tourism will have a presence at Fenway Park during every home game in a promotion where one lucky winner from the Fenway Park stands, and a guest, will win a trip to Bermuda if a Red Sox player hits a home run during a pre-selected half-inning.

"The Boston Red Sox are proud to welcome Bermuda Tourism to our family of corporate partners," said Red Sox EVP/Chief Sales & Marketing Officer Sam Kennedy. "Their commitment to the Red Sox, and our fans, will help us as we pursue championship seasons in 2009 and beyond. We look forward to hosting them at Fenway Park on Bermuda Night and working with us to expand Red Sox Nation throughout the Bermuda Islands."

Bermuda Tourism will also have a presence on NESN broadcasts of Red Sox games through on-air promotions, commercials and other branding opportunities. Bermuda Tourism will also sponsor the Red Sox schedule page on NESN.com, one of the region's most popular sports web sites.

"We are very happy to work with Bermuda Tourism to help make Red Sox fans aware of how convenient it is to travel to Bermuda from New England," said Sean McGrail, NESN president. "Our viewers will see why this extraordinary island is a preferred getaway destination for so many and that it's an easy 2 hour flight from Boston."

Bermuda Tourism will also enjoy the benefit of Corporate Hospitality at the Deutsche Bank Championship, a marquee PGA Tour event, along with brand recognition and identification through Championship programs and other official documentation that are handed out to attendees. Bermuda Tourism will have the opportunity to conduct on-site promotions, giveaways and will have setups for on-site experiences that showcase all that Bermuda has to offer.

"Bermuda is one of the most desirable golf destinations in North America," said Eric Baldwin, Championship Director of the Deutsche Bank Championship. "The Deutsche Bank Championship attracts a vast audience of golf enthusiasts from across New England and Bermuda Tourism will have a great opportunity to bring the island to life in our Gosling's Dark n' Stormy Tavern. We are thrilled to partner with Bermuda Tourism to provide them with the opportunity to engage our loyal fans."

This multi-layered partnership involving professional baseball and professional golf will play a significant role in Bermuda Tourism's 2009 business strategy to maintain a solid presence in the extremely valuable New England market.



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