



MLB Amsterdam ArenA Series
T.a.v. Karel Crouwel
Vredensingel 11
2151 GM Nieuwe Vennepe
The Netherlands

Amsterdam, 01 November 2005

Subject: MLB Games 2007

Dear Mr Crouwel,

Thank you for your interest in the Amsterdam ArenA as the venue partner for the MLB exhibition games in March 2007.

Since 14 August 1996 the Netherlands has the first multifunctional stadium of Europe: the Amsterdam ArenA. The Amsterdam ArenA is an event location, which offers a wide variety of possibilities. Besides that, it is the first stadium in Europe with a sliding roof. The sliding roof was necessary to allow events to be staged regardless of the weather.

The Amsterdam ArenA stands for the battlefield of blistering sports duels (NFL & soccer). The setting for world concerts and mega dance events. Knowing that you are in a place where Ajax played a Champions Soccer League match the day before or where the Rolling Stones stood on the stage in front of a full house the previous evening. Pure emotion! The ultimate location for meetings of all sizes. Amsterdam ArenA fulfils the criteria 'exceptional', 'easily accessible' and 'centrally located'.

In the nine years of existence the ArenA has shown a very successful exploitation. We host now a day more then 70 events a year and welcome 2 million visitors a year.

The Amsterdam ArenA would be very proud to be host of the MLB exhibition games 2007. Therefore we would inform and request our business partners to support this big sports event. An other possibility to support the MLB games would be to receive revenue of the ticket sales instead of the Lease sum.

We are looking forward to start with the preparations for the MLB exhibition games.

Yours Sincerely,

Amsterdam ArenA

Henk Markerink

Director Amsterdam ArenA
11/7/2005