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BREWERS AND HARLEY-DAVIDSON REV-UP FOR PARTNERSHIP

MILWAUKEE - The roar coming from Miller Park just got a little bit louder as two Milwaukee traditions, the Milwaukee Brewers and Harley-Davidson, announced a unique business partnership today at a press conference at Miller Park.

"This is a fully integrated sponsorship and one of the most comprehensive deals in Brewers history," said Brewers Executive Vice President - Business Operations, Rick Schlesinger. "We're thrilled to be working with another one of the great companies that calls Milwaukee home. This is a partnership that not only brings the Milwaukee Brewers and Harley-Davidson together, it will also benefit fans coming to Miller Park."

The agreement includes a Harley-Davidson branded all-inclusive seating area, LED signage, ticket deals, various in-game promotions and more.

"For Harley-Davidson, this is not only about local support, but also national outreach," said Harley-Davidson Chief Marketing Officer Mark-Hans Richer. "With the Brewers we're creating unique reasons for our owners to ride to Milwaukee all summer, and building passion with young adults as well as strongly diverse national audiences through TV broadcast exposure."

The centerpiece of the partnership will be the new Harley-Davidson Deck, which will be constructed in left-centerfield at Miller Park during the winter months. A unique elevated seating area, the Harley-Davidson Deck will seat up to 42 guests and will feature actual Harley-Davidson motorcycles built into the decor.

In addition, Harley Owners Group (H.O.G.) members will receive discounted tickets to the Harley-Davidson Deck for all games. Pricing for the deck will be inclusive of motorcycle parking, all-inclusive food buffet and two complementary beverages. The deck will be used as both a group area and sold as individual tickets,

depending on the game date. H.O.G. members will receive the first opportunity to purchase individual seats or reserve the area for a group before tickets are made available to the general public.

Admission to the Harley-Davidson Deck will be via an exclusive new entrance to Miller Park called "Gate H-D". The entrance will be not only for those ticketed in the Harley-Davidson Deck, but also for any H.O.G. member who shows a game ticket and membership card. Those seated in the Harley-Davidson Deck will be able to park in an exclusive, motorcycle-only parking lot painted Harley-Davidson Orange, with the price of parking included in the ticket price.

The Brewers and Harley-Davidson also plan to team up on ticket packages that include Brewers game tickets and admission to Miller Park's new neighbor to the East, the Harley-Davidson Museum, located at 6th and Canal.

Harley-Davidson will also conduct an annual Rider's Edge New Rider Course in the Miller Park parking lots that can teach almost anyone how to ride a motorcycle. And beginning with tonight's game, each day the official game ball will be delivered via a Harley-Davidson motorcycle on the warning track, just prior to the first pitch.

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