



CURVE NEWS

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Altoona Curve Baseball Club – Double-A Affiliate of the Pittsburgh Pirates – Established 1999

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UNCLE CHARLEY'S SECURES NAMING RIGHTS TO NEW GRILLE AREA

Popular Sausage to be Sold Throughout Blair County Ballpark

(ALTOONA, PA) – Blair County Ballpark's new grille area will be named the Uncle Charley's Grille, the Altoona Curve and the sausage company announced today.

In the deal announced today, **Uncle Charley's Sausage Company** has acquired naming and preferred marketing rights to the brand new grille area, which is located just behind the new Ansley RV Party Deck in the left-field corner of the ballpark. In a major component of the deal, Uncle Charley's will receive prominent signage in the new area and will have its product sold throughout Blair County Ballpark. In addition, Uncle Charley's will have enhanced marketing opportunities in the grille area and its logo will be used in all of the Curve's marketing materials when referencing the area.

"We are proud to forge this partnership with Uncle Charley's," said Curve General Manager **Todd Parnell**. "Not only are we excited that they have this truly unique marketing opportunity in the grille area, but we are glad to be able to provide our fans the opportunity to have this product on a daily basis at Blair County Ballpark and promote Uncle Charley's availability at markets throughout the region."

"We feel that Curve Baseball is a great showplace for Uncle Charley's Sausage," said Uncle Charley's Sausage Company President, **Charles S. Armitage**. "We are excited to be involved in the new Grille area of Blair County Ballpark and to be serving our product to their great fans."

Uncle Charley's will serve sausage to members of the media as part of the Curve's annual Media Day on Tuesday at Blair County Ballpark.

Uncle Charley's Sausage Company is based in Vandergrift, PA and has been serving its products since 1988. Today Uncle Charley's Sausages are found in supermarkets, convenience stores and restaurants throughout Western Pennsylvania, Eastern Ohio, Northern West Virginia and parts of New York. The fresh pork sausage products are available in flavors such as Country, Sweet Italian, Hot Italian, Extra Hot Italian, Hot Italian with Peppers and Onion, Bratwurst and Fresh Kolbassi.

Uncle Charley's Grille is one of several new areas of Blair County Ballpark that will be completed in time for the Curve's 2003 season Home Opener on Thursday, April 10th at 6:35 p.m. against the Reading Phillies. In October, the club announced plans to build a new picnic area, left-field Party Deck and an Outfield bleacher seating section bring Blair County Ballpark's seating capacity to over 7,200.

Tickets for all 71 Curve home games, including next Thursday's Home Opener, are available by visiting the Curve Ticket Office or by calling (814) 943-5400. The Ticket Office is open weekdays from 9 a.m. to 5 p.m. and weekends from 10 a.m. to 2 p.m. Tickets are also available 24 hours a day on-line at www.altoonacurve.com.



