

CONTACT:

Meghan Krause, GreenMark, 612.396.4962, mkrause@greenmarksports.com

Eliza Clark, Paydirt, 612.385.3710, eclark@thinkpaydirt.com

Kevin Smith, Minnesota Twins, 612.375.7497, kevinsmith@twinsbaseball.com

FOR IMMEDIATE RELEASE:

MINNESOTA TWINS SELECT GREENMARK TO CREATE INDUSTRY-LEADING SUSTAINABILITY INITIATIVES

GreenMark Aligns with Paydirt to Establish Environmental Advantage for Twins Baseball

MINNEAPOLIS – April 20, 2009 – In celebration of Earth Day 2009, the Minnesota Twins (“Twins”) announced today that they have awarded GreenMark the contract to provide sustainability consulting and environmental sports marketing for the Twins and their new ballpark, Target Field. GreenMark will work with the Twins to create and execute a sustainability vision and programs that will bring the Twins to the forefront of environmentalism in sports, to be unveiled for the opening of Target Field in 2010.

GreenMark will help the Twins develop cutting edge environmental assets, operational practices, community relations programs and environmental messaging through public-private partnerships, community outreach projects and game-day fan experiences. GreenMark will utilize the technical expertise of Paydirt, LLC (“Paydirt”), who will be responsible for evaluating the Minnesota Twins’ environmental “footprint” in a variety of categories, including waste, energy, water and transportation. Paydirt will assess the team’s environmental impacts in day-to-day operations, as well as on game day, and will identify opportunities to decrease those impacts in measurable and meaningful ways.

“The Minnesota Twins organization has long been committed to building and operating Target Field in a sustainable manner,” said Dave St. Peter, president of the Minnesota Twins. “The opening of Target Field creates a special opportunity for the baseball team to make a major impact on sports-related sustainability initiatives. We very much look forward to partnering with GreenMark to explore new creative ways to make a difference.”

“GreenMark is pleased to be advancing the sustainability initiatives of the Twins, and helping them assert their leadership position as one of the great franchises in Major League Baseball,” said Mark Andrew, founder and president of GreenMark. “We offer targeted services in environmental sports marketing that, in combination with the technical support of Paydirt, will ensure innovative, comprehensive and measurable results for the Twins organization. We welcome the opportunity to help the Twins become a model of sustainability to inspire action among Twins fans and throughout professional sports,” he added.

“Paydirt is delighted to be a part of the GreenMark team for this groundbreaking project,” said Jill Kolling, founder and principal of Paydirt, LLC. “We’re excited about the opportunity to use our tools for environmental impact measurement and reduction to help the Minnesota Twins lead by example in its community good stewardship.”

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About GreenMark

GreenMark is the leading environmental sports marketing and green sponsorship consultancy in the United States. GreenMark provides services in corporate sponsorship consulting, sports property engagement, brand assessment, media strategy development, and event marketing and activation to create values-driven market

differentiation, build deeper relationships and transform sustainable operational practices into brand assets. For more information, visit www.greenmarksports.com.

About Paydirt, LLC

A Minneapolis-based company, Paydirt helps organizations build sustainable strategies and programs that improve environmental performance, establish market differentiation and advance key business objectives. The firm's comprehensive approach to environmental assessment evaluates an organization's performance – and potential for improvement – with respect to waste production; use of toxins and chemicals; greenhouse gas emissions; and consumption of energy, water and other natural resources. For more information, visit www.thinkpaydirt.com.

About Target Field

Target Field, one of America's most urban ballparks, will be located in the historic Warehouse District of downtown Minneapolis. Site clearing began May 15, 2007, with actual construction commencing in August 2007. Designed by HOK Sport (now Populous) with Mortenson Construction serving as construction manager, the 40,000 seat ballpark is slated for completion prior to Opening Day 2010 and the cost of construction is \$412 million. The Twins and Target Corporation announced a historic 25-year naming agreement for Target Field and Target Plaza on September 15, 2008. The Twins Ballpark Webcam provides fans the opportunity to view progress on the construction of the new downtown Minneapolis ballpark through completion in the spring of 2010. For more information about Target Field and to view the site through the Webcam, visit www.twinsbaseball.com/newballpark.