

Kansas City Royals

PRESS RELEASE



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ROYALS DRAMATICALLY ENHANCE FOCUS ON FAMILIES WITH NEW STADIUM DEVELOPMENT PLAN

New Plan Will Transform Kauffman Stadium to a "Park Within a Park"

KANSAS CITY, MO (March 18, 2006) – The Kansas City Royals released Saturday a new site development plan for Kauffman Stadium. The new plan provides the first-ever visual of the Royals plans to create a 360-degree entertainment atmosphere at the ballpark, with an abundance of amenities geared toward families, groups and individuals.

"While all areas of the transformed Kauffman Stadium are important to our ability to serve and entertain our fans, the main level concourse, which now fully encircles the field, is the most vital to our improvements," said Royals President Dan Glass. "With a positive vote on April 4, the main concourse will truly be one of, if not the best, in all of baseball."

The new outfield entertainment area will include plazas in both left and right field, with fountains in both areas. The right field plaza will house a restaurant and a banquet facility overlooking the stadium's famous fountains, while the left field plaza will house a Royals Hall of Fame, Kids Zone with interactive game stations and a "Taste of KC" food court. Both outfield plazas will have rooftop party decks where fans can view the game. The two plazas will be connected by an 800-foot long Royals "Main Street," featuring the Royals Walk of Fame, highlighting the Royals proud history.

The outfield plaza will contain a new Royals Pavilion beyond centerfield which will host pre- and post-game family entertainment events, some of which will occur on select Jackson County Days. The Royals have committed to give each household in Jackson County two 50 percent off ticket coupons per year, with the coupons valid for one of six Jackson County Days/Nights at the ballpark each season. The Royals will provide such discounts to Jackson Countians for the full 25-year term of the new lease, with a total value of the coupons, over the term, exceeding \$50 million.

Fans will also have an opportunity to enjoy new "Fountain Seating" in locations behind the left field fountains and over the current bullpen locations. Bullpens would be located in the more traditional locations on the field, in foul territory on the first base (home) and third base (visitor) sides.

The plan also includes state-of-the-art video presentation, including out-of-town scoreboards, facia boards and a new outfield video board, twice the size of the current screen in left field. The additions will not be limited to within the stadium, however, as the exterior will be transformed by the removal of asphalt and the inclusion of expanded landscaping and decorative walkways.

"Our enhanced facilities will create a first-class, family-oriented environment comparable to the new state-of-the-art ballparks around the country," said Mark Gorris, Senior Vice President of Business Operations. "The Royals mission is to create a 'park within a park,' one that will not only help preserve baseball in Kansas City, but also make our citizens proud."

SPECIAL FEATURES INCLUDE:

LEFT FIELD PLAZA:

- ▶ "Taste of K.C." - A food court, featuring some of Kansas City's renowned eating attractions, including barbecue.
- ▶ Hall of Fame - The new hall of fame will feature significant improvements to the team's hall of fame, including team artifacts, historical items and walk-through exhibits.
- ▶ Sluggerrr's House - The Royals youngest fans can come and tour baseball's favorite mascot's living quarters, complete with a family history.
- ▶ Interactive Kids Entertainment - The location will also feature a miniature golf course, batting cages, speed pitch cages and video games.
- ▶ An exciting water feature will be the focal point of the plaza area.

RIGHT FIELD PLAZA:

- ▶ Public Restaurant - A great option for fans for pre-to post-game dining with a great view overlooking the stadium. The building will include party decks allowing fans to watch the game from the roof top.
- ▶ Hospitality/Banquet Facility - A multi-purpose facility for large groups, conventions or pre/post-game events.
- ▶ As in left field, there will be an exciting water feature as the focal point of the plaza area.

CENTER FIELD ENTERTAINMENT:

- ▶ Royals Pavilion - This new entertainment location will provide a facility that is perfect for pre-game or post-game family entertainment events with Kauffman Stadium providing the scenic backdrop.
- ▶ Royals Walk of Fame - An 800-foot walkway will connect the left field and right field plazas, giving fans the chance to stroll along this street-lantern decorative lane. The street will provide a viewing of historical reminders of the Royals past, beyond the significant improvements to the right field Hall of Fame. The enhancements will also include a link to Kansas City's own national treasure, the Negro Leagues Baseball Museum.

MAIN CONCOURSE:

- ▶ Wider Concourses - The average width of the main level concourses will increase from an average of 20 feet to 40 feet.
- ▶ More Food - Significantly more concession stands and greater variety of local foods themes will be added
- ▶ More Shops - Numerous retail stores throughout the 360 degree main level will make it easier for fans to purchase team merchandise.

UPPER DECK:

- ▶ Wider Concourses - Increase width of concourse, while increasing the number of concession stands and restrooms.
- ▶ Going Down? - Fans in the upper deck won't feel left out of the new outfield entertainment areas as they will have easy access via new escalators on the wings of the upper deck.

NEW SEATING:

- ▶ Fountain Seats - A total of approximately 2,500 seats in the outfield corners will be added in positions currently occupied by the team bullpens. Included among the new seats will be a splash zone behind the left field fountains.

GRAND ENTRANCE:

- ▶ Come on In - The front door of Kauffman Stadium will look dramatically different as the current offices are replaced by a grand, open entrance into the ballpark. The entry will include larger ticket offices, which will decrease wait time in will call lines.