



New York Yankees

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FOR IMMEDIATE RELEASE

NEW YORK YANKEES AND LEGENDS HOSPITALITY ANNOUNCE PREMIUM DINING AT YANKEE STADIUM;

Including

"Legends Culinary Series," A Fine-Dining Experience Featuring World- Renowned Chefs from New York's Most Celebrated Restaurants and Food Network Launch of Its First-Ever Food Stands

The New York Yankees and Legends Hospitality, the exclusive provider of concessions, catering and merchandising services at Yankee Stadium, have announced a series of premium dining experiences at the new Yankee Stadium -- The 'Legends Culinary Series' and Food Network's first-ever food stands.

THE LEGENDS CULINARY SERIES

The 'Legends Culinary Series' is a game-day fine-dining experience at the Stadium's Legends Suite Club. Unlike anything offered at any ballpark in the country, the 'Legends Culinary Series' brings New York's top chefs into Yankee Stadium's new state-of-the-art cooking facilities to create a once-in-a-lifetime meal for diners in the Stadium's new Legends Suite Club. On select games each homestand, a guest chef will create and serve a special dish at a performance action cooking station in the Legends Suite Club. The guest chef will be available to meet and greet guests and commemorative recipe cards featuring the guest chef's menu item will be available for diners.

Among those chefs who are scheduled to participate are **Chef Masaharu Morimoto** of Morimoto restaurant and star of Food Network's immensely popular cooking show *Iron Chef America*; **Chef Alexandra Guarneschelli**, head chef of the popular New York City eatery, Butter, and host of *The Cooking Loft*, also on Food Network; **Chef April Bloomfield**, executive chef and co-owner of The Spotted Pig restaurant in New York's West Village; and the Bronx's hometown favorite, **Chef Roberto Paciullo**, executive chef of Roberto Restaurant in the Little Italy section of the Bronx. In addition,

restaurateurs from New York's most celebrated restaurants, including **Sirio Maccioni** of **Le Cirque**, **Elaine Kaufman** of **Elaine's** and **Anthony Scotto** of **Fresco by Scotto** will join their chefs when they bring their culinary talents to Yankee Stadium. **Fresco by Scotto** has also developed a unique menu for the Legends Suite in-seat menu. For dessert, during select games, the world-renowned **Godiva** will bring their Chef Chocolatier to the Stadium to create signature desserts. Additional guest chefs for the 'Legends Culinary Series' will be announced forthcoming.

The 'Legends Culinary Series' is open to all fans with access to the deluxe, bi-level Legends Suite Club, which offers fine dining and cocktail service for all home games.

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YANKEES AND LEGENDS HOSPITALITY ANNOUNCE PREMIUM DINING AT YANKEE STADIUM, continued

FOOD NETWORK'S FIRST FOOD STANDS

Food Network and Legends Hospitality have entered into a multi-year partnership agreement to launch the network's first Food Network food stands at Yankee Stadium on Opening Day, April 16, 2009. The Food

The Food Network stands will be located within the Delta Sky 360 Suite and in the Jim Beam Terrace Lounge, both premium areas located behind home plate, and will serve quality takes on classics like burgers, hot dogs, and fries, as well as dishes, such as Puerto Rican-style pork sandwiches, Chinese cold noodles, and soft tacos, incorporating the ethnic cuisines of New York City, Food Network's hometown.

"Sports is a genre in which we've always felt the network should have a presence, as such we are thrilled to partner with Legends Hospitality at Yankee Stadium to create a completely unique way to experience the network. Fans will literally be able to touch, feel, smell and taste Food Network in a way they never have before," said Sergei Kuharsky, General Manager, Scripps Networks Enterprises (a division of Scripps Networks Interactive, parent company of Food Network).

"As a New York City-based company with an international audience, the Food Network is the perfect partner for the New York Yankees," said Marty Greenspun of Legends Hospitality. "Yankee Stadium promises to be a complete experience for our fans – not only the best in baseball, but the best in food with fresher and more diverse concessions and a selection of fine dining options. We are thrilled that the Food Network has chosen Yankee Stadium to make their food stand debut."

The partnership includes reciprocal marketing between the partners to promote the stands including pregame announcements and placements in Yankee sponsorship and promotional material about the stands, cooking demonstrations and appearances at the Stadium by Food Network talent and possible integration of the stands in network programs.

The New York Yankees recently announced their new general concessions lineup for the 2009 season, with a focus on quality, convenience, variety and value. With a 'Fresh-To-Order' system

providing fans with the freshest and hottest possible food and a wide variety of foods at all prices, Yankee Stadium promises to become both a sporting and culinary destination.

The Yankees will continue their policy of donating leftover edible food to those in need, this year working with the Rock and Wrap It Up program and The Food Bank for New York City, which work together in picking up food from the Stadium and delivering it to shelters, soup kitchens, senior centers, youth programs and other emergency and community food programs throughout the Bronx

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YANKEES AND LEGENDS HOSPITALITY ANNOUNCE PREMIUM DINING AT YANKEE STADIUM, continued

About Legends Hospitality, LLC

LEGENDS HOSPITALITY, LLC is a premier provider of hospitality and merchandising services for a growing list of clients. The company is a joint venture between the New York Yankees Baseball Club, the Dallas Cowboys Football Club, Goldman Sachs and CIC Partners. Headquartered in Newark, New Jersey, Legends operates, promotes and develops a broad range of catering, concessions, retail merchandising and other facility management services for sports, entertainment and recreational facilities.

About Food Network

FOOD NETWORK (www.foodnetwork.com) is a unique lifestyle network and Web site that strives to be way more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Food Network is distributed to more than 98 million U.S. households and averages more than 9 million unique Web site users monthly. Food Network programming is available internationally in more than 150 countries. Food Network is headquartered in New York, and maintains offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Tenn. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV (www.hgtv.com), DIY Network (www.diynetwork.com), Great American Country (www.gactv.com) and Fine Living Network (www.fineliving.com), is the manager and general partner.

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