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FOR IMMEDIATE RELEASE

Minnesota Twins Marketer to Speak at AAF-ND Luncheon

Fargo, N.D. (January 11, 2010)

Andy Price, Director of Broadcasts and Game Presentation for the Minnesota Twins, will be the featured speaker at the American Advertising Federation of North Dakota's January 19th luncheon meeting. Price oversees the operation of the Twins Radio Network and works closely with Fox Sports North. Nationally, he is the direct contact for MLB, ESPN, FOX and TBS. Price also coordinates the scoreboards, music and pre-game events (national anthems, ceremonial pitches, etc.) and special activities between innings.

Price's presentation will focus on how the Twins' marketing team utilizes radio and TV broadcasts to enhance all facets of its marketing game plan in a five-state region. He will also discuss the team's move from the Metrodome into the new, state-of-the art facility at Target Field.

This AAF-ND educational meeting is sponsored by Knight Printing. It will be held from on January 19 from 11:30 a.m. to 1:00 p.m. at the Doublewood Inn at 3333 13th Ave. S. in Fargo. Admission is free for AAF-ND members, \$40 for nonmembers and \$15 for nonmember students.

Please RSVP to reservations@aaf-nd.org if you are interested in attending.

AAF-ND is a nonprofit, professional trade association serving the advertising, marketing and communications community including agencies and marketing service firms, advertisers, media, suppliers and students. For over 50 years, the group has strived to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the state's vitality, economy and culture. For more information about the organization, please visit www.aaf-nd.org.