



August 15, 2011 – For Immediate Release

AMERICAN LEGENDS PARK STILL WORKING HARD AT BUILDING THE WORLD'S PREMIER TRAVEL BASEBALL COMPLEX!

Dear Travel Baseball Participant:

As many of you are aware, American Legends Park did not reach our ambitious goal of a 2011 Grand Opening. We faced many challenges in raising the capital needed to complete construction of the park. **Even though we were well on our way to a “sold out” inaugural season,** the capital markets that were typically available to companies like American Legends Park were not investing in any kind of start-up enterprise – in Ohio or most other states.

The good news is that we did not give up – and have been making significant progress in reaching our capital raising goals. With the tremendous support from the travel baseball community, and our local community, we continued to pursue our dreams of making American Legends Park a reality. A good idea with such universal support is destined to happen. While we cannot yet announce exactly when we will be open for tournament play, we can say that we are optimistic that a 2012 or 2013 Grand Opening is very likely.

Please read the details of the letter below for more specific information. You will also be able to track our progress as we will provide updates when major milestones are met (funding completed, inaugural season and tournament dates selected, construction initiated, etc.). Once construction has been initiated, we will post regular progress reports and photos of the park being built.

Stay tuned to our website for more details as we all look forward to the day that American Legends Park is able to proudly announce “Play Ball!”

WHAT HAPPENED?

Quite simply – we had a shortage of capital to complete the construction of the park. Our initial funding source fell through on us in January 2010. We have been attempting to refill that source ever since. There has been no time in our collective histories when it has been this difficult to raise capital. From 2008 to our recent past, banks were not lending, local governments were unable to provide assistance, private equity was largely unavailable and institutional monies were being allocated to only well-established businesses with long histories and strong balance sheets.

While the banks are still not lending, the rest of the capital markets have changed in the last few months. We have attracted the attention of astute equity investors, and are attempting to finalize the debt portion of our capital raise right now. Many different markets have seen the merits of the American Legends plan, and we hope to finalize our arrangements within the next 60-90 days.

WHAT IS THE CURRENT STATUS OF YOUR FINANCIAL/CAPITAL RAISE?

We have commitments from equity investors for Over 50% of the needed \$12.5M raise. We are attempting to secure the balance in debt, from banks, institutional lenders and other sources. We are also working with State and local governments on grants, tax incentives, tax incremental funding (TIF), and other options.

WHEN CAN WE EXPECT TO BE ABLE TO PLAY AT AMERICAN LEGENDS?

There are two critical elements in being able to initiate play at American Legends Park:

1. **Construction Timeline** – Since most of our construction will take place in the off-season, we have to carefully plan so that fields are “play ready” for spring or summer tournaments. 90% of our engineering and construction planning has been completed, along with a good amount of the mass grading needed for Phase I of our operation. Knowing that, and the fact that our construction methods are fairly simple, we can say with confidence that we need only 5-6 months to complete construction of the park. Winter weather conditions prevent us from being more exact. Therefore, we can start construction as late as December of this year and still be open for 2012.
2. **Team Registrations** – This is quite likely a more critical factor. We want to be at near capacity for our inaugural season – to offer the best of tournament baseball to our registered teams. Our planned capacity for season 1 is 42 teams per week, or 462 teams for the summer weeklong tournaments. We need to have a good feeling that we can come close to full capacity in order to confirm our grand opening date. With teams already planning their 2012 seasons, we will have to move quickly to spread the word. Ideally, we would like to have 12 months of registration and planning prior to our grand opening. In this case, we may be able to fill the park with only 8-10 months of time.

To summarize, we still have time to be open for 2012. If our capital raise goes past September 30, we may have to re-evaluate.

HOW CAN I SECURE A SPOT FOR MY TEAM FOR YOUR INAUGURAL SEASON?

Right now, we are taking “pre-registrations” from interested teams. Our 2012 season schedule is now posted on the website (for weeklong summer tournaments only). Until we have finalized our financing, we will not require any deposits or any payments from registered teams.

We will honor teams on a first come, first served basis. To secure your spot, we suggest you pre-register as soon as possible.

WHAT CAN I DO TO HELP AMERICAN LEGENDS PARK BECOME A REALITY?

There are a few ways you can help American Legends Park become a reality:

1. **Register your team** – If we can show investors and other potential lenders that American Legends Park already has significant “demand” (in the form of registered teams) it will SIGNIFICANTLY improve our position. Also, help spread the word to competitors and peers. By registering other teams, you will earn discounts on your team’s own registration fees.
2. **Click on the “How You Can Help” section of our homepage** – It will take you to a political support page where you can contact various political bodies that we are trying to get to help our efforts. Click here to go to the “How You Can Help” section.
3. **References** – send us contact information you have for potential lenders and/or investors. Email to info@legendspark.com or call John Russell at 216.374.7797.

WHAT HAPPENS NEXT?

We will keep everybody posted on the progress we are making. Please visit the website for the latest status.

I would like to personally thank the many supporters of American Legends Park who offered their assistance when we sent our first update to all teams. We had many coaches, parents and others who provided us with leads to banks and other financial resources – some of which we are still pursuing today. What a great success story it would be if our customers ultimately connected us with the capital we need. Keep the ideas coming!

Please stay in contact with us – and visit our website for further updates (www.legendspark.com).

Sincerely,



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