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NEWS RELEASE

FOR IMMEDIATE RELEASE

Major League Baseball distributes KinderVision® Child Safety Videos to all player families

May, 2004 KinderVision®, the nation's oldest and largest child safety program has been invited by Major League Baseball to provide each team's Resident Security Agents with KinderVision® Child Safety Education videos in English and Spanish to distribute to players' families.

"Protecting your children from harm is a concern for all parents - including those who are baseball players. Major League Baseball is pleased to be able to provide the KinderVision® Child Safety Education video for our players' families to help keep their children safe," Kevin Hallinan, Executive Vice President of Security and Operations for Major League Baseball.

KinderVision® is a national child safety education program available in English or Spanish, based in Indiana, that began in 1991 in response to the kidnaping and murder of a little girl and is now in 45 states around the country. It is a **unique educational program** that provides valuable safety information to families in video form. The KinderVision® video contains an important message narrated by law enforcement which provides critical safety information for the protection of children. It is designed to be used as an ongoing educational **resource in the home** for parents to teach their children how to be safe when they are not with them. It enables parents to instruct their children on circumstances to avoid and to reinforce ways to protect their children from harm in a relaxed family setting. Through the use of child actors and the KinderVision® mascot, KindiBear, the educational segment demonstrates safety techniques and presents information in a way that small children can understand easily.

This July KinderVision®, will once again be part of Major League Baseball Fan Fest, taking place this year in Houston. Families are invited to visit MLB Fan Fest to receive their free KinderVision® child safety video with their children video recorded on it. This is done to insure that children watch the video and learn the safety information contained in it. Personalizing the video makes learning fun and provides families with a timeless souvenir for the day. KinderVision® will be provided free to the attendees of MLB Fan Fest as a community service of Major League Baseball.

For more information, visit www.kvkids.org.