NEWS RELEASE

Mitel Expands Its MLB Partnership as Title Partner of MLB London Series

11/19/2018

Mitel Globalizes Baseball Relationship with Multi-Year Pact Around League's First Games in Europe

Major League Baseball today named Mitel the title partner of the first two London Series, the historic pair of two-game sets to be played at London Stadium over the next two summers which mark baseball's first games ever played in Europe. Mitel & MLB Present London Series 2019 takes place June 29-30, 2019 between the Boston Red Sox and the New York Yankees.

Mitel signed its first multi-year partnership deal with MLB in February with a focus on North America, adding to their existing relationships with multiple Clubs and signing additional Club partnerships throughout the year. This expanded international partnership between Mitel and MLB now embeds the league's Official Business Technology & Communications Partner into all activation, branding and marketing surrounding the landmark games in the United Kingdom's capital city next summer.

Earlier this year, Mitel transformed the 30 MLB Clubs' independent platforms for dugout, bullpen, video review rooms and press box communications into a common, unified system featuring enhanced security and call recording capabilities. As part of its overall integration with the London Series, Mitel will also develop and execute these communications solutions in the buildout of the dugouts and bullpens at London Stadium. Additionally,

Mitel's creative marks will be featured throughout all ancillary events leading up to the weekend series. Likewise, Mitel will be prominently featured with extensive brand exposure at MLB events during and in the lead-up to Mitel & MLB Present London Series 2020.

The original Mitel-MLB partnership agreement established the brand as the presenting partner of league-wide instant replay reviews. That integrated branding will extend through the London Series match-ups with in-stadium signage, digital exposure and replay technicians sporting Mitel and MLB marks on their apparel. This newly signed pact between MLB and Mitel also allows for unique media integrations across digital and broadcast platforms – including MLB Network, MLB.com and the MLB At Bat app – in addition to any UK-based media partners that air the contests. These could include the replay reviews in addition to other creative content.

"We are privileged to power the communications and collaboration needs of MLB during the London Series," said Rich McBee, Mitel President and CEO. "Our heritage runs deep across the UK and Europe, so the chance to help share the game of baseball at the highest level represents a truly unique opportunity for our customers, partners and employees. We look forward to establishing a world-class experience in partnership with MLB."

"With Mitel expanding its MLB partnership internationally, it tells us how successful this first season together was and how committed Mitel is to our sport," said Noah Garden, Executive Vice President, Commerce, Major League Baseball. "We're proud to have Mitel deepen their involvement with MLB as part of an important league initiative like the landmark London Series. We're excited about growing our partnership and, like our fans, can't wait for next year's games to begin."

In addition to its league-level deal, Mitel has partnerships and customer relationships with several MLB Clubs including the Boston Red Sox, Milwaukee Brewers, Philadelphia Phillies, San Diego Padres, San Francisco Giants and Texas Rangers.

London Stadium, the site of the 2012 Olympic Games, will take on a baseball configuration when Mitel & MLB Present London Series 2019 and 2020. The estimated capacity of London Stadium for the series will be 57,000. The United Kingdom will follow other international venues that have hosted regular season Major League games, joining Mexico, Japan, Puerto Rico and Australia. Fans can stay up to date on all news regarding Mitel & MLB Present London Series 2019 by following @MLBLondonSeries on Instagram, Twitter and Facebook.

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