



FOR IMMEDIATE RELEASE

### TERRE HAUTE REX UNVEIL LOGO

**Terre Haute, Ind.** – The Terre Haute Rex Baseball organization unveiled the logo that will represent the team at a press conference hosted at Clabber Girl Corp. The logo was developed in a collaborative effort by Clabber Girl graphic designers, Kevin Edwards and Denise Turner.

The design represents both Clabber Girl's signature Rex® brand coffee, as well as Indiana State University which is carried through the colors blue and black signifying both entities. "The Clabber Girl team did a great job of incorporating the elements of the sponsors to brand the team. All aspects of the logo speak to the Rex name," said Rex General Manager Roland Shelton.

Clabber Girl president Gary Morris said he couldn't be more pleased with the logo decision. "I like it," he said, "Our team did a great job coming up with several looks for the organization to choose from to symbolize the baseball team. The final selection is a classic look that will be long lasting. I think it complements our premium Rex® brand well." The franchise's partnership between the Rex and Clabber Girl Corp. is gaining national recognition as a model to follow for future sporting collaborative efforts.

The inaugural season presents opportunities for partnerships, collegiate players and the community. Terre Haute Rex has many marketing and sponsorship ideas are in store for the 2010 season. For more information on becoming a sponsor contact Amy Huntsinger, Terre Haute Rex marketing coordinator at 812-240-4323.

The Terre Haute Rex Baseball team is a part of the Prospect League, a collegiate wooden bat summer league. The team is owned by Sycamore Foundation Holdings, a non-profit subsidiary of the Indiana State University Foundation, in partnership with Rex® coffee, a brand of the Clabber Girl Corp.

The Rex is set to debut this summer with a 56-game season. Twenty-eight games will be played at the Rex's home field, Bob Warn Field at Sycamore Stadium. Season ticket are on sale now and seats are going fast. To reserve your seats, call (812) 240-4323.

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