

# New York Yankees



LONN A. TROST, Esq.  
CHIEF OPERATING OFFICER

EXECUTIVE OFFICE  
YANKEE STADIUM  
ONE EAST 161ST STREET  
BRONX, NEW YORK 10451  
TEL: (718) 579-4420  
FAX: (718) 681-1051  
E-MAIL: ltrost@yankees.com

October 31, 2019

Honorable Ruben Diaz Jr.  
Borough President  
Office of the Bronx Borough President  
851 Grand Concourse  
Bronx, New York 10451

Dear Borough President,

In response to your letter dated October 30, 2019, transmitted to the Commissioner of Major League Baseball, the President of the New York Yankees and the CEO of Nike, it certainly would have been more productive if you had called us before you wrote your letter. If you had, you would have been advised that we agree with you and support our local Bronx businesses, as they would have been negatively impacted by Nike's strategy. In fact, when we first learned of Nike's plan last week, I immediately wrote to MLB expressing our concerns. Specifically, in my email dated October 25, 2019, I stated that

“[a]s I am certain you are aware, as with many stadiums, Yankee Stadium is located in a diverse and one of the poorest communities in the United States. As such, the local retailers expend substantial time in developing their businesses, especially with respect to their ability to sell MLB licensed product. In fact, in many instances, their entire business model is based upon the sale of MLB licensed product. We have just learned that Nike has advised numerous retail locations surrounding the Stadium, that the Yankee Stadium local businesses are not “the marketplace” to which Nike will sell their product. Moreover, Nike has indicated that they are not part of Nike's licensed business development strategy at this time. As an FYI, the Executive Director of the local Business Improvement District has brought this issue to the attention of the New York City Council.”

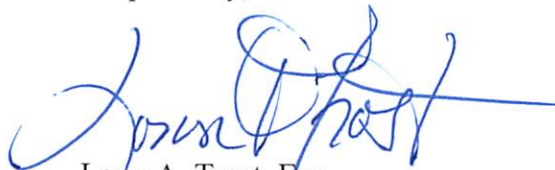
And, I further stated that “the magnitude of the problem is extreme.”

Further, if you had called, you would also have learned that MLB is in agreement with us. In fact, they have advised us to convey to you and all elected officials that MLB is actively working with Nike to resolve the issue and is very confident that our respective concerns will be

resolved in a manner that will allow local businesses to sell Yankees merchandise, as they have in the past. We will certainly advise you when we receive formal confirmation.

We suggest that in the future, you extend to us the courtesy of calling us so you understand that which is reflective of our position and what the facts truly are, prior to writing a letter that can be misinterpreted.

Respectfully,

A handwritten signature in blue ink, appearing to read "Lon A. Trost". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Lon A. Trost, Esq.