



COOPERSTOWN COOKIE COMPANY

www.CooperstownCookie.com

Cooperstown Cookie Company®, launched in October 2004 at the National Baseball Hall of Fame, by Pati Drumm Grady, provides specialty products to niche baseball focused national markets. The company's unique baseball shaped shortbread, location in Cooperstown, relationships with the Baseball Hall of Fame, Major & Minor Baseball Leagues, and commitment to serving less advantaged individuals, distinguishes it as a company in a league of its own.

Since its inception, Cooperstown Cookie Company®, primarily internet-based, has sold products locally and nationally and achieved national media attention. The firm has developed strong production and distribution capabilities. The company created a brand identity and nurtured relationships with key baseball trade and commercial organizations & vendors. Our distinctively packaged products – originating from Cooperstown, offer customers an all American, gourmet gift choice never before offered on the sports market.

Through licensing MLB league and team logos on products, Cooperstown Cookie Company® taps into the “team centric” mentality of the baseball gift and concessions markets. Cooperstown Cookie Company® will undergo a market expansion as it pursues relationships with Major and Minor League baseball teams, large food service organizations that provide catering, retail and off-site food-related programs for baseball stadiums nationwide, and national retail chains. In coming months, Cooperstown Cookie Company® will expand its sales force, introduce new and revised packaging of its core product line, and develop wider distribution channels to take full advantage of MLB licensing.

The worldwide market for baseball gifts is growing exponentially. The game of baseball at any level, from the Major and Minor Leagues to local Pop Warner and Little Leagues, continues to grow as *the American Pastime*. 2007 game attendance statistics are staggering: 30 Major-League teams: 44,941,790; 175 Minor-League affiliated teams: 42,771,746. Visitation to the National Baseball Hall of Fame in Cooperstown, including a record crowd of 75,000 viewing the July '07 record breaking Induction Day, has been increasing annually. Baseball centric merchandise and services flood the retail and ever-expanding Internet markets. The business of baseball is serious business.

Cooperstown Cookie Company® currently offers the following products:

New in December 2008

Officially licensed MLB Club team Baseball Cookie Gift Towers

New in January 2009

Triple Play Pillow Packs – Single serve, grab & go Team MLBclub branded individual packages in a folding display Point of Sale package featuring all 30 club team plus National and American League branding.

Classic Baseball Cookies in regulation baseball size and bite size “Bunts” – packaged in tins, tubes and bags, available in four flavors: traditional shortbread, Mudville Mudball Chocolate Chip, Boys of Summer Lemon and All Star Almond.

Ballpark Bunt Boxes – animal cracker size boxes featuring baseball trivia, word find and write-in scoreboard; containing 9 “Bunt” cookies, available in traditional shortbread and Mudville Mudball Chocolate Chip.

Cooperstown Cookie Company® Cookie Mix – durable, long shelf life product manufactured at Pathfinder Village, a residential community for children and adults with Down syndrome in Edmeston, NY.

Classic Chocolate Baseball Caps – available in milk and white chocolate, filled with peanut butter & pecan caramel.

Baseball... anyone can play” Mugs & T shirts with illustrated trivia questions in English, Spanish and Japanese – produced in cooperation with the National Baseball Hall of Fame with all profits going to Pathfinder Village.

PO Box 64
Cooperstown, NY 13326

1-888-269-7315