

Fruits of MLBAM Deal with Tiger Woods Becomes Visible

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Early last month, **Tiger Woods**, through his official website TigerWoods.com, chose **MLB Advance Media (MLBAM)**

to be the exclusive wireless partner for the creation and distribution of Tiger Woods content and, in coordination with IMG, the exclusive advertising and sponsorship sales agent partner for the official Tiger Woods website.

Today, emails through **MLB.com** started advertising the aspects of the agreement (***click the image provided to see a larger version***).

MLBAM will be responsible for the development, hosting, creation, operation and distribution of all Tiger Woods wireless content. This will include: the development, hosting and operation of the exclusive Tiger Woods mobile WAP site, which has launched today on mobile phones at wap.TigerWoods.com; the creation and maintenance of a wireless page on TigerWoods.com describing the available wireless content; the creation and distribution of Tiger Woods ringtones, wallpapers, text, photos, alerts, wireless video and video messaging; and mobile sweepstakes and standalone trivia and fantasy games. The WAP site will have live scoring updates, hole-by-hole, a live scorecard and leaderboard and news, schedules, tips, photo galleries, and bio information. For up-to-date news on Tiger Woods, MLBAM has created a "Tiger Text" program where fans can text "SCORE", "NEWS", "TIPS", "MOBILE", or "TIGER" to 55222. In addition, MLBAM, in coordination with IMG, will be the exclusive sales agent for advertising and sponsorships on the TigerWoods.com website. TigerWoods.com is hosted and operated by IMG Media.