

Press Room

News Release



July 30, 2004

To Whom It May Concern:

Funai Sponsoring New York Yankees vs. Toronto Blue Jays On August 7th Official Game

Funai Electric Co., Ltd. (President and CEO: Tetsuro Funai) announced where Funai will be participating the sponsorship of the official American Major League Yankees Pinstriped Happi Coat Day on Saturday, August 7th, (4:00 pm EST) featuring New York Yankees vs. Toronto Blue Jays.



The New York Yankees is a renowned Major League based in New York City. Its history goes back to 1901 born under the name "BALTIMORE ORIOLES" as member of an American League. Renamed to "Yankees" in 1913 leading to today's prestige. All-time leaders and stats include names such as Babe Ruth and Joe DiMaggio and record of winning 26 World Championship which is ranked as highest winning rate among 4 American professional sports - chosen as the highest ranking team of the 20th Century. In 2003, Yankees purchased a contract of Hideki Matsui which lead to sudden popularity of Japanese baseball fans. Starting in 2004 season, Funai is sponsoring back-net billboard in Yankee Stadium - The Home of the Yankees - in which Funai logo is displayed at the bottom of 6th innings during the official Yankees games (over 60 games). In this event with Toronto - Pinstriped Happi Coat Day - on the 7th, a following promotions are planned

1. A Happi Coat is given away to first 18,000 fans, aged under 14.
2. A drawing for giveaway FUNAI 42" PDP and 20"LCD TVs will be held.
3. As part of contribution to the local community children from regional homes are invited free of charge to the game.

We at Funai are hoping to aim for a more familiar corporation in the United States, further more in Japan through this event.

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