



RAYSBASEBALL.COM



April 14, 2008

Mr. David Kull
Senior Deputy Editor/MLB
ESPN.com
ESPN Plaza
Bristol, CT 06010

Dear Mr. Kull:

November 8, 2007 was a landmark day for our organization. On that day, we shed the “devil” from our name and became the Tampa Bay Rays. Our organization introduced a new logo, colors and uniforms to accompany the name change. A bright yellow sunburst now adorns our jerseys. Replacing the devil ray fish, this sunburst icon invokes the magnificence of life in the Sunshine State.

Thousands of Rays’ fans flocked to downtown St. Petersburg to celebrate the launch of our new team name. Players flaunted their new threads and described them as “fresh.” Community leaders and even Hollywood’s Kevin Costner joined in the fanfare.

Although these changes have been widely embraced, old habits often die hard. Here at our offices in Tropicana Field, we created “Drop the Devil” donation boxes. For each and every Devil Rays mention, employees must contribute one dollar to the donation box. All proceeds benefit the Rays Baseball Foundation, the official charity of the Rays which supports youth and education programs in the Tampa Bay community. Though costly for a forgetful few, it has been both fun and instructive, while also benefiting a worthy cause.

It has been brought to my attention that you, too, recently used our former team name. This occurs on your ESPN.com’s game cast website where our old logo is still being used (copy of the website page is attached). Accordingly, the Rays request a donation to the Rays Baseball Foundation in the amount of one dollar (though larger contributions are welcomed). Please note that repeat violations may carry a steeper penalty.

Thank you very much for your attention to this matter. We hope to see you this season at a Rays’ game.

Yours truly,

Matt Silverman
President, Tampa Bay Rays

Attachments