

THINK BLUE, MAN

BLUE MAN GROUP FEATURED IN COMMERCIALS PROMOTING

KCAL 9 AS NEW HOME OF LOS ANGELES DODGERS

Los Angeles, Calif., March 3, 2006 - KCAL-TV (Channel 9) has pulled off a Blue coup.

The CBS Corporation-owned station has recruited the Blue Man Group to star in a series of television commercials promoting KCAL 9 as the new broadcast TV home of the Los Angeles Dodgers.

The founding members of Blue Man Group - Matt Goldman, Phil Stanton and Chris Wink - filmed the first commercial last month in Los Angeles. The 30-second spot premiered last night (March 2) and shows the Blue Men mimicking the actions of Southern California's Boys in Blue as they watch a Dodgers game on KCAL 9.

A total of 10 to 20 additional spots of varying lengths will be rolled out over the course of the 2006 baseball season.

Blue Man Group will also appear in the recorded show open for THINK BLUE TV, KCAL 9's Dodger pre-game show.

In addition, Blue Man Group will be featured in comedic vignettes that will be shown on the video screens at Dodger Stadium this season. These segments will show Blue Man Group's unique interpretation of game events such as a Dodger home run and a pitching change by the opposing team.

Don Corsini, President & General Manager of KCAL 9 and sister station KCBS-TV, stated: "It's a thrill to be the new home of Dodgers, one of the most prestigious franchises in the world of sports. Combine that with the opportunity to have the Blue Man Group as our promotional partners, and our level of excitement jumps off the charts. We look forward to having a long and very colorful relationship with the Blue Men."

Marshall Hites, Vice President, Creative Services, Advertising and Marketing, KCAL 9 and CBS 2, added: "We know that the Blue Man Group receives hundreds of requests a year to endorse products and they are understandably very protective of their brand. So we were thrilled when they agreed that a partnership with KCAL and the Dodgers was a great fit. They have been an absolute joy to work with over the past five months as this campaign was being developed. It's been a beautiful marriage."

KCAL 9 will present a total of 54 Dodger games in 2006, with its first spring training broadcast scheduled for Sunday, March 19 when Los Angeles faces the Washington Nationals.

Since beginning as an off-Broadway production in New York City, Blue Man Group has become a global attraction with shows currently running in New York City, Chicago, Boston, London, Toronto, Berlin and in Las Vegas at the Venetian Hotel.

