

FOR IMMEDIATE RELEASE

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Excite Credit Union & the San Jose Giants announce “Excite Ballpark” ***New stadium naming rights agreement highlights expanded partnership***

San Jose, CA- Excite Credit Union announced a three-year naming rights agreement with the San Jose Giants. As of today, fans will be walking through the front gates of the Excite Ballpark, Home of the San Jose Giants. The naming rights deal highlights an expanded partnership between the two organizations and ushers in an exciting new era of baseball in San Jose. Excite, previously known as Alliance Credit Union, have been supporting the local San Jose community for over 66 years.

“This is a big day for Excite Credit Union, said Brian Dorcy President/Chief Executive Officer, of Excite. We’re huge fans and supporters of this organization. We’ve been involved with the Giants for over 10 years. We’re very proud to further our support and announce the newly named Excite Ballpark. We’re committed for the long term with this partnership and most importantly with the fans. Our partnership with the Giants is a major milestone of our involvement in the community. We’re looking forward to a successful season ahead, sharing lots of wins and fun along the way.

“Excite Credit Union has been one of our most important long-term partners for years, and we couldn’t have been more thrilled to expand our relationship” said **Daniel Orum**, San Jose Giants President and Chief Executive Officer. “Changing the name of our historic ballpark was not a task we took lightly, and the San Jose Giants felt that Excite was a perfect partner for us because they share so many of our brand values. We both have a long history in San Jose that includes a focus on community outreach, outstanding customer service and supporting the families that are the backbone of our region.”

The 77-year-old ballpark is now outfitted with new Excite Credit Union and Excite Ballpark signage all throughout the venue. Excite Ballpark LED signage will also be constructed above the Giants’ 36’ video board in right-center field. Beyond the naming rights agreement, the organizations are partnering to enhance the fan experience with new promotions and are serving the Bay Area with signature community outreach programs, including the Hometown Heroes Program and the Excite Community Corner at the ballpark.

Highlights of the Partnership Include:

- **Ballpark Upgrades:** In addition to physical and digital signage throughout the stadium, Excite Credit Union will introduce brand new promotions that will enhance the San Jose Giants fan experience, especially on big theme nights.
- **Kids Club Program:** Fans that sign up for the Gigante’s Kids Club Program will also have the opportunity to open a savings account through Excite Credit Union that includes a \$50 sign-up bonus.
- **Community Programs:** In addition to the Hometown Heroes Program, the San Jose Giants and Excite Credit Union will partner together on multiple community outreach programs throughout the South Bay Community.



With new naming rights agreement, San Jose Municipal Stadium is now named Excite Ballpark, Home of the San Jose Giants.

The San Jose Giants 2019 home-opener is **Thursday, April 11, 2019** at **Excite Ballpark** versus the **Visalia Rawhide**. **Single game tickets, ticket packages and season tickets are all on sale now!** For more information, visit sjgiants.com or call **408.297.1435**.

[Purchase San Jose Giants Tickets](#)

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ABOUT EXCITE CREDIT UNION

Excite Credit Union was created by a small group of visionary General Electric employees based on the idea of “people helping people.” Established in 1952, Excite Credit Union is a member-owned financial cooperative and now serves more than 38,000 members in six counties – Santa Clara, San Mateo and Alameda counties in California – and New Hanover, Pender and Brunswick counties in North Carolina. We also serve approximately 400 Community Business Partners (employers) throughout both states by offering exclusive benefits to their employees.

ABOUT THE SAN JOSE GIANTS

*The San Jose Giants are a professional baseball team in the Class A Advanced California League and have been an affiliate of the San Francisco Giants since 1988. San Jose has won six California League Championships as a Giants affiliate (2010, 2009, 2007, 2005, 2001 and 1998) and eleven overall. The San Jose Giants have graduated 206 Major League players, 149 of whom have played or currently play for the San Francisco Giants. Excite Ballpark, the home of the San Jose Giants, first opened in 1942 and has seen well over 7 million fans enter through its gates. The organization has been honored with the Larry MacPhail Award, presented to the club with the best creative marketing and promotions, and the President’s Trophy, granted to the most complete franchise. For 2019 tickets or to reserve your group outing, please contact the San Jose Giants Box Office at **408.297.1435** or visit us online at sjgiants.com.*