

THE BOX SCORE



AUGUST 2011

OFFICIAL NEWSLETTER OF THE ARIZONA DIAMONDBACKS SEASON TICKET HOLDERS

MESSAGE FROM LEADERSHIP



It is hard to believe the 2011 All-Star festivities are behind us. I hope you fully enjoyed the experience with family and friends. From the amazing flag ceremony to the incredible ovation Kirk Gibson, Miguel Montero and Justin Upton received during player introductions, there were plenty of great memories that will last a lifetime.

With the second half of the season officially underway, it won't be long before you receive your 2012 Renewal packet. Scheduled to hit mailboxes in early August, the

packet will contain important information pertaining to both your 2012 renewal and 2011 postseason tickets. A few key things to point out:

- All 2012 full season ticket prices will remain flat.
- By renewing your 2012 season tickets, you can take advantage of our Cheer Now, Pay Later feature for postseason tickets. This means you can receive your postseason tickets but do not have to pay for them until after the postseason has concluded. This benefit will be available only to Season Ticket Holders who renew for the 2012 season under an autopay option.
- We have expanded the choices for your 2012 Renewal Thank You Gift. In addition to great experiences, we will have more ticket options and other amenities ensuring that there is something for everyone. Please look for instructions in the renewal packet on how to submit the renewal Thank You Gift of your choice.

The deadline date to renew your 2012 season tickets and secure your 2011 postseason tickets will be August 31, 2011. We ask that you carefully read through your renewal packet, and as always, please do not hesitate to contact your Season Ticket Services Executive with any questions you may have. It should be a thrilling ride during these last two months, and we certainly appreciate your support along the way.

Go D-backs!

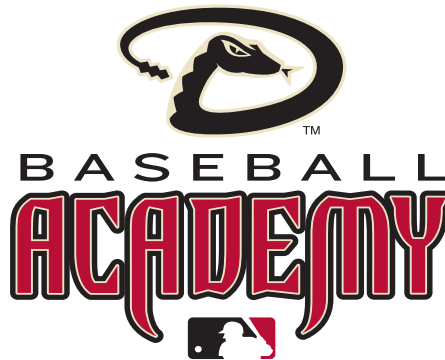
Cory Parsons
Director, Season Ticket Services



CHASE FIELD FAMILY CLINIC

August 27 • 10 a.m.-noon • Chase Field
All ages • \$75 each participant

This is a unique opportunity for your family to participate together in a D-backs Baseball Academy clinic on Chase Field. The clinic will cover hitting, fielding and throwing and is designed to teach drills to take home and practice in the backyard. Participants of all ages and skill levels are encouraged to attend. The clinic includes one free ticket per participant to the September 10 game vs. the Padres and the opportunity to purchase additional tickets at a discount.



PRESENTED BY
GRAND CANYON UNIVERSITY

dbacks.com/camps

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WHAT THEY'RE SAYING

Anthony Witrado, Sporting News

Arizona isn't too far removed from success -- it reached the NLCS in 2007 -- but has disappointed in recent seasons. Gibson, who took over on an interim basis last July, is the Diamondbacks' third manager since the start of the '09 season. All he has done is turn an underachieving, 97-loss squad into a contender. "When I think of Kirk Gibson, the manager, I think of a guy who's going to be in-the-face and on top of every detail," former teammate Orel Hershiser told The Arizona Republic.

Eric Luchetti and Pat DeCola, FOX Sports Midwest

Daniel Hudson has been everything the Snakes could have wanted when they traded Edwin Jackson for him last July. In a little less than a calendar year, Hudson has amassed a 17-6 record with a 2.86 ERA in 31 starts since the trade.

Phil Rogers, Chicago Tribune

In Ian Kennedy and Daniel Hudson, the Diamondbacks have two starting pitchers with 10-plus wins. Only four other teams can match that: the Phillies, Braves, Tigers and Angels.

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A CLOSER LOOK...

| Dbacks in the mix | Favorite away ballpark | Restaurant most likely to find me at | I could spend all day watching | When I retire from baseball, I plan to | I would love to pitch/hit against |
|---|---|---|---------------------------------------|---|--|
|  Ryan Roberts Infielder |  Rogers Centre (Toronto) | City Hall | Dexter | Do nothing | Don Baylor |
|  Kelly Johnson Infielder |  Coors Field (Colorado) |  Mastro's Ocean Club | Entourage | Be my kids' super dad/fan | Adam LaRoche |
|  Xavier Nady Infielder |  PETCO Park (San Diego) | Blanco | The Office | Play golf and be a family man | President Obama |
|  Henry Blanco Catcher |  Turner Field (Atlanta) | PF Chang's | The Amazing Race | Be a coach | The Great Bambino (Babe Ruth) |

SEASON TICKET HOLDER TIP OF THE MONTH



REDEEM FRY'S D-BACKS REWARDS POINTS TODAY!

The Fry's D-backs Rewards program is in full swing, and there are thousands of great rewards available, including merchandise, autographed memorabilia, tickets, and unforgettable experiences. Checking your point total and redeeming has never been easier. Just visit www.dbacks.com/frys and click on the "redeem points" button, register your card number (only register the first 11 digits), and then choose your rewards!

ONLINE REWARD REDEMPTION

Thousands of rewards are still available including the following any many more:

- Pepsi/ D-backs 18" Mini Bat (50 points)
- D-backs Fan Pack (100 points)
- \$50 D-backs Gift Card (150 points)
- D-backs Lawn Chair (300 points)
- D-backs Flag (500 points)
- Autographed Bat (800 points)
- LCD TV 42" (2500 points)

HOW TO REGISTER

There are three ways to register. You can visit one of the 121 Fry's Food Stores locations throughout the state of Arizona and simply enroll at checkout. At a D-backs home game, stop by the Fry's D-backs Rewards booth at section. You can enroll online at dbacks.com/frys.

EARN POINTS!

There are two ways to earn points!

1. Look for special D-backs tags on over 2,500 participating items throughout the store, including Miller Beers, Kellogg's, Frito Lay, Pepsi, Oscar Mayer, Malibu, and select Fry's Kroger brands. When you purchase these D-backs Rewards items you will earn 1 point for every dollar spent.
2. Scan your Fry's V.I.P card at any Fan Loyalty kiosk at a D-backs 2011 home game and earn 5 points per household. Members can now earn exclusive prizes including limited edition bronze bobbleheads based on the number of games they attend at Chase Field.

HOW TO CHECK AND REDEEM POINTS

Check your receipt often to see where your point total stands so you will know when you have enough points for that special reward. You can also check points and redeem on

dbacks.com/frys

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COMMUNITY SPOTLIGHT



D-BACKS LICENSE PLATE FAN PHOTO CONTEST

D-backs fans, we want to see your D-backs License Plates! Submit your most unique or creative photo featuring your D-backs license plates somewhere in the photo for a chance to win an Ultimate D-backs Fan Pack!

For more info or to submit your photo, log on to

dbacks.com/licenseplates

JOIN THE D-BACKS "GIVING BACKS" VOLUNTEER CORPS

Giving back to our community is a part of our culture at the Arizona Diamondbacks. We have made a pledge to do more, give more, and be more than we ever thought possible and we need the help of our fans to make this possible. Throughout the year, the Arizona Diamondbacks Foundation holds several exciting events and opportunities that require the help of dedicated volunteers.

If you are interested in helping out and joining the D-backs "Giving Backs" Volunteer Corps, sign up now at:

dbacks.com/volunteer

HIDDEN GEM OF CHASE FIELD

The next time you attend a D-backs game and are having difficulty deciding what food to purchase, why not pay a visit to one of Chase Field's hidden gems—the Sedona Club. Intimately located behind the D-backs dugout, the Sedona Club is the only ballpark destination to offer a build-your-own gourmet burger concept. More and more people continue to enter the Sedona Club each game and leave with rave reviews.

How does it work? Upon entering the Sedona Club, you are greeted by one of the kindest Guest Services Representatives you will meet in Bob Hegedus. He will be sure your experience is a pleasant one. Then the fun starts. You get to build your own hamburger exactly the way you want it—you select the meat, bun, side item and various toppings ranging from juicy portabello mushrooms and spicy jalapenos to delicious roasted tomatoes and flavorful caramelized onions. Your made to order burger will take roughly 15-20 minutes to prepare as everything is made fresh, but it's well worth the wait.

2001 WORLD CHAMPIONS RING RAFFLE PRESENTED BY CHASE

Benefits the Arizona Diamondbacks Foundation

Proceeds from the 2001 World Champions Ring Raffle will benefit non-profit organizations and causes that support "Everyday Heroes" in the community.

The D-backs, in partnership with Chase, proudly support non-profit organizations that improve the lives of others.

Purchase Tickets:

- 1 for \$10
- 3 for \$25
- 7 for \$50
- 15 for \$100

It's hard to believe it has been 10 years since the D-backs won it all. One lucky fan will have the opportunity to share in the legacy of the 2001 World Championship. The 2001 World Champions Ring Raffle features the exact ring the players wear. The winner will receive their ring created from the original mold and will feature the name of the World Championship Ring Raffle winner.

The winner of the World Champions Ring Raffle will join members of the 2001 World Champions team for an on-field celebration and ceremonial ring presentation on September 9, 2011. Prize package also includes (4) four game tickets to the September 9 game and an Authentic personalized jersey. **Please read the Official Rules for complete details.**

50/50 RAFFLE

Win money while cheering on your D-backs! During all Friday, Saturday and Sunday D-backs home games, fans can purchase 50/50 raffle tickets for \$2 or 3 for \$5. One lucky fan will take home half of the net proceeds from that night's raffle sales, with the other half benefiting the Arizona Diamondbacks Foundation.

The Sedona Club is only available to our lettered section ticket holders. However, if you do not have a lettered section ticket and would like to try it out, we are happy to provide you with a single game day pass which will grant you access to the Sedona Club and neighboring Audi quattro Lounge. Please feel free to contact your Season Ticket Services Executive and he or she will gladly arrange for you to receive a pass. So the next time you're ready for some great food, head on down to the Sedona Club, say hello to Bob and get ready to enjoy what many people have said is the best burger they have ever tasted.



SEDONA CLUB

AUGUST SCHEDULE

BOLD = D-backs Home Game

All games broadcasted on FSArizona and Sports 620 KTAR unless marked by *

| | | |
|---|---|--|
| August 1 @ SF 7:15 PM | August 12 vs. Mets 6:40 PM | August 23 @ Washington 4:05 PM |
| August 2 @ SF 7:15 PM | August 13 vs. Mets 5:10 PM | August 24 @ Washington 4:05 PM |
| August 3* @ SF 12:45 PM | August 14 vs. Mets 1:10 PM | August 25 @ Washington 4:05 PM |
| August 5 vs. Dodgers 6:40 PM | August 16 @ Philadelphia 4:05 PM | August 26 vs. Padres 6:40 PM |
| August 6 vs. Dodgers 5:10 PM | August 17 @ Philadelphia 4:05 PM | August 27 vs. Padres 5:10 PM |
| August 7 vs. Dodgers 1:10 PM | August 18 @ Philadelphia 4:05 PM | August 28 vs. Padres 1:10 PM |
| August 8 vs. Astros 6:40 PM | August 19 @ Atlanta 4:35 PM | August 29 vs. Rockies 6:40 PM |
| August 9 vs. Astros 6:40 PM | August 20 @ Atlanta 4:10 PM | August 30 vs. Rockies 6:40 PM |
| August 10 vs. Astros 6:40 PM | August 21 @ Atlanta 10:35 AM | August 31 vs. Rockies 6:40 PM |
| August 11 vs. Astros 6:40 PM | August 22 @ Washington 4:05 PM | |

AUGUST PROMOS & GIVEAWAY ITEMS

| | |
|-----------|--|
| August 5 | Post Game Fireworks* |
| August 6 | Kirk Gibson Bobblehead (15,000) Courtesy of Sports KTAR 620 |
| August 12 | Post Game Fireworks* |
| August 14 | D-backs Power Necklace (5,000) Courtesy of Gila River Casinos |
| August 26 | Post Game Fireworks* |
| August 27 | Chris Young Bobblehead (15,000) |
| August 28 | Gonzo Growth Chart (5,000) Courtesy of Arizona Milk Producers |

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Search for Arizona Diamondbacks Season Ticket Holders

