

**For Immediate Release**

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## **Batter Up! Kendal King hits homerun for Nickelodeon**

### *Firm responsible for planning, executing promotional/sponsorship efforts at Northwest Arkansas Naturals Double AA team*

KANSAS CITY, Mo. (June 24, 2008) – Fans of the Northwest Arkansas Naturals baseball team will certainly notice the presence of Nickelodeon throughout this season, thanks to the work of Kendal King Group.

The company, which specializes in retail marketing solutions for premier retailers and top brands, is responsible for the design and implementation of Nickelodeon's sponsorship of the Naturals, the Kansas City Royals Double A affiliate, this year.

From graphics and video on the scoreboard at the Naturals home, Arvest Ballpark, to designing the Nickelodeon suite, Kendal King has had a hand in all of it.

"They're really our partners in the efforts we've made with our Naturals sponsorship," says Toia Benson, Director Global Retail Development. "Since this is the first year for the team, we really wanted folks to leave the ballpark remembering that Nickelodeon was a part of the game experience and Kendal King has helped us achieve that goal."

"We've had a lot of fun with this, in addition to working hard for our client," says Parker Hunt, vice president sales and account executive. "It's great to go to the games and see fans having such a good time with the activities."

Kendal King is working with Nickelodeon on events, but this is the first time the company has taken on a project of this scope, says Adam Herbig, director of events and exhibits.

"We've been doing Wal-Mart buyer and merchandising events for their consumer products division," Herbig says. "I think they have a comfort level with our capabilities, how responsive we are with quick turn arounds, and that we can be a one-stop shop for their marketing needs."

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Among the projects Kendal King Group has executed for Nickelodeon's sponsorship at the Naturals are:

- Designing and producing the "Slime Sling Shot" game played between innings
- Producing and fulfilling the branded gift bags for the Nickelodeon Surprise Seat at every game
- Designing the interior of the Nickelodeon suite and producing all decorative elements
- Writing and producing :30 second audio clip for Surprise Seat giveaway

**Kendal King Group, an established leader in retail marketing solutions for premier retailers and top brands, offers over 20 years of experience in strategy, design and execution of retail displays and programs. Kendal King operates offices in Kansas City, Mo; Bentonville, Ark; Charlotte, N.C.; and Guangzhou, China. For more information, please visit [www.kendalking.com](http://www.kendalking.com) or call (800) 542-9882.**