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# Cox Media Group Houston is Official Broadcast Home of the Skeeters

*Sugar Land Native Lane Zieben named "Voice of the Skeeters"*

**SUGAR LAND, Texas** --- The Sugar Land Skeeters and Cox Media Group (CMG) Houston have entered an exclusive partnership to broadcast all 140 Skeeters regular season and playoff games for the 2012 inaugural season. As technology continues to change the way we live, it also changes the way we follow sports. Hear each and every game called by Lane Zieben streamed in high definition live via the Skeeters Mobile App coming soon for iPhone and Android and the websites of The New 93Q, Houston's country station and Houston's classic hits, the Eagle.

"It's a perfect platform to showcase our team for this one of kind opportunity with an established media company," said Chris Hill, Vice President of Business Development of the Sugar Land Skeeters. "Fans will be able to listen to their favorite baseball team, the Skeeters, all over the world. We are proud of this affiliation."

Zieben, a Sugar Land native, joins the Skeeters after spending four years on the Texas Longhorns broadcast team. The University of Texas graduate also worked three years with the Round Rock Express, Triple-A affiliate of the Texas Rangers, and two years with ESPN College Football. Zieben will feature a fully integrated pregame and a postgame show for listeners and in-depth coverage and play-by-play for every game.

"I am honored to be part of professional baseball history in my home town," said Zieben. "Fans can expect to hear exciting baseball action on-air this season. I am looking forward to bringing the call to the fans."

There is more to the Skeeters Mobile App. It gives fans the ability to buy tickets and upload pictures and video to the "Texas-sized" video board at Constellation Field, but also to stay connected with the team 24/7. See where the Skeeters are, who is on the team, up-to-date stats and directions to the game all at the touch of a finger.

"We are excited about our relationship with the Sugar Land Skeeters, as they are already a big part of Sugar Land and surrounding communities," said Mark Krieschen, CMG Houston VP and Market Manager. "We believe this is the perfect partnership. Our digital capabilities will allow fans to have access to our hometown Skeeters games, whether it is on their computers, smart phones, or tablets."

www.thenew93q.com and www.houstonseagle.com will host the broadcasts and links to both will be available on www.SugarLandSkeeters.com and the Skeeters Mobile App. The Skeeters Mobile App will be available soon for iPhone, iPad and Android devices.

**About Cox Media Group:** Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of Cox Reps. Additionally, CMG owns and operates Valpak, one of North America's leading direct marketing companies. With \$1.7 billion in revenue, the company operations include 15 broadcast television stations and one local cable channel, 86 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG operates in more than 30 media markets and reaches approximately 52 million Americans weekly, including 30 million TV viewers, more than 4 million print and online newspaper readers, and 18 million radio listeners. For more information about Cox Media Group, please check us out online at [www.coxmediagroup.com](http://www.coxmediagroup.com).

**SUGAR LAND SKEETERS BASEBALL**  
**HOUSTON AREA'S MINOR LEAGUE BASEBALL TEAM**

[WWW.SUGARLANDSKEETERS.COM](http://WWW.SUGARLANDSKEETERS.COM) | TEL. 281.240.HITS (4487) | OPENING DAY IS APRIL 26, 2012



**About the Sugar Land Skeeters:** The Sugar Land Skeeters minor league baseball team, led by Manager and former Major League All-Star Gary Gaetti, will play in the \$35 million Constellation Field, which is being constructed by the City of Sugar Land and the Skeeters at the intersection of State Highway 6 and U.S. Highway 90A. The Sugar Land Skeeters will play 70 regular season home games annually, starting with the 2012 season, presented by ABC Home & Commercial Services, beginning on April 26. Constellation Field will play host to a multitude of other sporting events, including football, soccer, lacrosse, cheerleading and band competitions, as well as concerts, group outings and scout sleepovers. Fixed-seat stadium capacity is approximately 6,000 for baseball, plus additional lawn and standing-room-only tickets. Constellation Field has a capacity of 10,000-plus in concert configuration.

The Sugar Land Skeeters offices are presently located at 16160 City Walk in Sugar Land Town Square, Sugar Land, TX 77479 where additional information, tickets and Inaugural Season merchandise are available. The Skeeters may be reached at [www.SugarLandSkeeters.com](http://www.SugarLandSkeeters.com) or by calling 281.240.HITS (4487), and on Facebook ([facebook.com/SugarLandSkeeters](https://facebook.com/SugarLandSkeeters)) and Twitter (@SL\_Skeeters).

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