

Indians[®] CONNECT



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THE CLEVELAND INDIANS UNVEIL 2012 DIGITAL MEDIA STRATEGY Engage with the Indians on New & Returning Digital Media Platforms in 2012



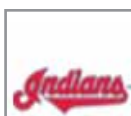
"TribeVibe" takes fans in to the dugout and out on the road with the team. Join the journey from Progressive Field to ballparks throughout the country with behind-the-scenes photos, videos and insider perspectives from players and staff.



HIGHLIGHTS



Mark Shapiro @MarkShapiro
"We have opportunities to connect authentically with our fans & strengthen our mission to create memories, connect generations & celebrate families."



Cleveland Indians @Indians
More connections with players, tweet your photos to the scoreboard, contests and more in 2012! Don't miss our first #TweetYourTribe LIVE Q&A session, Tues. 3/27. #Indians



Cleveland Indians



Get the latest on the Tribe and Indians memorable and defining moments throughout history.



Like, Comment, Share

2

Also, look out for a whole new look on Facebook & custom Facebook Timeline covers!



Fans with an interest for pinning their inspirations and sentiments about the Tribe can repin, like and favorite the Indians' presence on the lifestyle site, Pinterest.



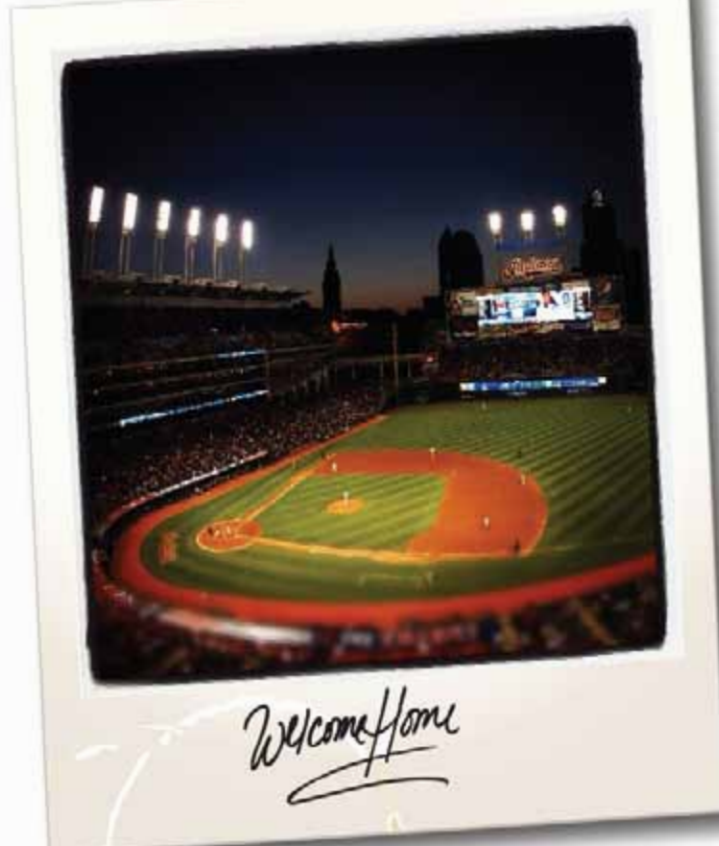
Pin, Like & Comment...



RETURNS FOR 2012
APPLY TODAY @ WWW.INDIANS.COM/CONNECT



ENHANCE YOUR PROGRESSIVE FIELD EXPERIENCE WITH
MAJOR LEAGUE BASEBALL ADVANCED MEDIA'S
MOBILE APPLICATION



"Step into the Home" with the Indians on Tumblr. Fans will get a visual celebration of the landscape, memories, people and culture that make Cleveland the home of the Tribe.



Cleveland Indians On Google+

Google+ will serve as a virtual community for Tribe fans everywhere to connect, share their love of Indians baseball, hang out, create discussion circles and +1 in an open forum.



+1 - Connect - Hang out - Share

Add a comment, share or +1...



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INDIANS.COM