



First, let me thank you for welcoming me so warmly to the Padres family. I would also like to personally thank you for your continued support of the Padres organization. Since I joined the ownership team this year, I have worked hard to demonstrate a passion and commitment to making the Padres a winner both on and off the field.

I love my job because I love this team, and it is a privilege to serve the best fans in baseball.

While the team performance in 2009 did not meet my expectations, I am inspired by the loyalty and emotional attachment of the fans. I know you are more interested in what we do, not what we say. So let me be clear about the present, and about the future. I want to show you what we are *already* doing to build a winning franchise, to reinforce our commitment to the community, to enhance the value of being a season ticket customer, and to reward your commitment to the organization:

Let's start with your season ticket package at PETCO Park. We have:

- Reduced 86% of season ticket prices and kept the remainder flat (with 2009 prices). We know the economy remains challenging, and we're doing our part to keep PETCO Park affordable.
- Removed select new membership and relocation upgrade fees to make it easier for you to relocate your seats. We want you to sit where you want, when you want.
- Printed the day of game price on your season tickets instead of your discounted price to show the true value for your friends, clients, and, potentially, the secondary market. Yes, we're listening.
- Given you a dedicated "Account Specialist" to provide you with personalized service, so that everything Padres is hassle-free. He or she will serve as your "go to" contact for anything you need Padres related to ensure your complete satisfaction.

But in our polling and listening sessions, we know that the season ticket component is secondary to Padres baseball. You want exciting baseball: fast, athletic, and a team with heart, which plays to win.

**SAN DIEGO PADRES**

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Your disappointment this year is my disappointment, and I want you to know that we will make the improvements necessary to make this team a winner. I will not settle for the status quo. I will hold each and every person in our organization accountable, from the players to the coaches to the executives, to me.

The effort begins today. In fact, it has begun already:

- Our team is faster, more energetic and more athletic on the field than any Padres team in years.
- We have drafted and signed the best young and emerging talent, including top pick Donovan Tate and Everett Williams. For the first time since 2005 the Padres signed ALL of our draft picks in the top ten rounds. To build a consistent winner, we need to invest in the future, so we drafted the best players available and we signed them.
- We have traded for seven young power arms including Clayton Richard, Aaron Poreda, Adam Russell, Sean Gallagher and Ryan Webb to address our pitching weaknesses.
- We have constructed a team that has the 5<sup>th</sup> best winning percentage in all of MLB and the 3<sup>rd</sup> best record in the National League since July 28. This accomplishment is particularly notable because the team's success has been fueled by first and second year players like Kyle Blanks, Mat Latos, Everth Cabrera, Will Venable, and Chase Headley, giving the team the best young core the Padres have had in recent memory.

You can already see and feel the changes in the team – and this is only the beginning. The Padres will work diligently to address the remaining needs at the major league level, but as you can already see from our actions so far, we are equally committed to the future by maintaining real depth throughout our farm system and finding the best talent in high school and college.

Starting early and growing a successful minor league system is what will ensure that we can build a team that can be a winner every year. Revitalizing the Padres in 2010 is not just about one year - it's about building a championship caliber team for San Diego that wins consistently year after year after year.

We look forward to seeing you at PETCO Park in 2010.

Go Padres!



Jeff Moorad