

**FOR IMMEDIATE RELEASE**

September 18, 2017

**CAMPING WORLD HOLDINGS AND MAJOR LEAGUE BASEBALL  
FORM NEW MULTI-YEAR PARTNERSHIP**

**“The Profit” Marcus Lemonis to Bring Outdoor Retail Conglomerate to the National Pastime**

Camping World Holdings (NYSE: CWH) and Major League Baseball today announced a new multi-year partnership that begins with the 2017 Postseason and names Camping World the presenting partner of the 2017 League Championship Series.

This will be the first time that the American League Championship Series and National League Championship Series will feature a presenting partner. With this new agreement, Camping World plans to expand its brand awareness with an integrated marketing program that reaches millions of MLB fans through broadcast, digital, social, mobile and in-ballpark platforms. This includes LCS broadcast networks TBS, FOX and FS1, as well as MLB Media assets MLB Network, MLB.com and MLB Advanced Media mobile apps.



“Major League Baseball draws more than 70 million fans to their ballparks every year because of a communal outdoor experience that has entertained generation after generation,” said Marcus Lemonis, CEO of Camping World Holdings and star of CNBC’s “The Profit.” “We selected MLB to grow our brand because camping draws on those same attributes – bonding with friends and family while enjoying the outdoors. We’re thrilled to partner with MLB and show an enormous audience of baseball fans what Camping World is all about during the MLB Postseason, LCS and beyond.”

In addition to the LCS presenting sponsorship, Camping World’s marketing assets throughout Spring Training and the regular season will promote its family of brands which includes Gander Outdoors, Good Sam, Overton’s, The House and Windward/W82. Camping World will also be the first-ever presenting partner of Spring Training when the 2018 exhibition schedule begins next February in Arizona and Florida.



“Camping World is a great brand and we are looking forward to The Profit bringing his special vision and energy to MLB for new fan promotions surrounding the LCS, Spring Training and more,” said Noah Garden, MLB Executive Vice President, Business. “As we prepare to begin another memorable October of Postseason Baseball, this is the perfect time to welcome Camping World to the MLB Family with a fully integrated partnership that will increase their brand awareness and deliver MLB products into their retail locations.”

This long-term partnership includes major licensing and retail components that will feature officially licensed MLB products sold at Camping World, Gander Outdoors and other CWH retailers. Camping World brands are also granted rights to produce MLB licensed items themselves in a variety of consumer product categories.

The 2017 Postseason schedule, subject to change, can be viewed in its entirety at [MLB.com/postseason](http://MLB.com/postseason). The American League Championship Series presented by Camping World begins on Friday, October 13<sup>th</sup> and will be telecast by FOX or FS1. The National League Championship Series presented by Camping World, set to start on Saturday, October 14<sup>th</sup>, will be telecast by TBS. A potential Game Seven of the ALCS is scheduled for Saturday, October 21<sup>st</sup>, while a potential Game Seven of the NLCS is set for Sunday, October 22<sup>nd</sup>.

League Championship Series games telecast on TBS and FOX will be available to MLB.TV subscribers who are authenticated subscribers to the applicable network through a participating pay TV provider.

### **About Major League Baseball**

MLB is the most historic professional sports league in the United States and consists of 30 member clubs in the U.S. and Canada, representing the highest level of professional baseball. It is the best-attended sport in North America, and since 2004, MLB has enjoyed its best-attended seasons in the history of the game, with each regular season eclipsing the 73 million mark. Led by Commissioner Robert D. Manfred, Jr., MLB currently features record levels of labor peace, competitive balance and industry revenues, as well as the most comprehensive drug-testing program in American professional sports. MLB remains committed to making an impact in the communities of the U.S., Canada and throughout the world, perpetuating the sport's larger role in society and permeating every facet of baseball's business, marketing and community relations endeavors. With the continued success of MLB Advanced Media and MLB Network, MLB continues to find innovative ways for its fans to enjoy America's National Pastime and a truly global game. For more information on MLB, visit [www.MLB.com](http://www.MLB.com).

### **About Camping World Holdings**

Camping World Holdings, headquartered in Lincolnshire, Illinois, is the leading outdoor and camping retailer, offering an extensive assortment of recreational vehicles for sale, RV and camping gear, RV maintenance and repair and the industry's broadest and deepest range of services, protection plans, products and resources. Since the Company's founding in 1966, Camping World has grown to become one of the most well-known destination for everything RV, with over 135 retail locations in 36 states and comprehensive e-commerce platform. Coupled with an unsurpassed portfolio of industry-leading brands including Gander Outdoors, Good Sam, Overton's, The House and Windward/W82, Camping World Holding has become the synonymous with outdoor experiences. Camping World's stock is traded on the New York Stock Exchange under the symbol "CWH".

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