



Atlanta Braves • P.O. Box 4064 • Atlanta, Georgia 30302-4064 • (404) 522-7630

December 9, 1991

Mr. and Mrs. Michael L. Denniston
4757 Banner Elk Drive
Stone Mountain, Georgia 30083

Dear Mr. and Mrs. Denniston:

We are in receipt of a letter outlining your displeasure with the system used to distribute post-season tickets to Braves fans.

First, allow us to say thank you for taking the time to contact us and voice your concerns. Constructive criticism is the most viable form of feedback we receive, so it's always welcome.

You are correct. Our staff, along with members of the Atlanta Police Department on duty, were overwhelmed by the number of fans who chose to wait in line to purchase National League Championship Series tickets. The situation became irretrievably out-of-hand and tense. For that reason, various other on-sale options will be reviewed in future seasons.

Please understand our goal during the entire process was to expedite a fair and equitable system of distribution. The on-sale format used to sell playoff-only sets at the stadium on October 10 was similar to the playoff/World Series strip-sale held two weeks earlier. That day, close to 15,000 tickets sold in barely four hours via Ticketmaster and at the ballpark.

Rest assured, we will review the quantity of tickets available, timing and method before announcing any future post-season distributions.

We recognize the inconvenience you experienced and understand you're upset. At this juncture we can only apologize for the entire episode. As a small token of appreciation for your support of Braves Baseball and in the hopes of your continued allegiance, we'd like to offer two remedies.

Please be our guest at the Saturday, April 11 Braves vs. Giants game on opening weekend of the 1992 season. To order your tickets, simply sign your name on the line below and mail to either of us by March 1. Upon receipt, we'll mail you four (4) Field Level tickets to the April 11 game.

In addition, to assure you won't have to wait in line, we've entered your name and address on a list to receive a priority order form to the next round of post-season games in Atlanta involving the Braves.

Once again, we thank you for your support of the Braves and apologize for the hardship you encountered. We hope to hear from you soon.

Sincerely,

Terri Brennan

Terri Brennan
Director of Stadium Operations
and Security

Jack Tyson

Jack Tyson
Director of Ticket Sales

TB/JFT:frm

cc: Stan Kasten
John Schuerholz

ML Davenport 12/16/91
ML Davenport
(Please Sign Here)

4757 Banner Elk Dr
Stone Mountain, GA 30083

Thank you
MCD