



**FUNAI Electric and Boston Red Sox Announce
Year Three of Red Sox US-Japan Youth Baseball Exchange**
*Young Japanese baseball players visit Boston this summer
Following last year's visit to Japan by Boston youth*

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BOSTON, MA - The Red Sox Foundation and global electronics giant Funai today jointly announced the third year of the Red Sox US-Japan Youth Baseball Exchange Presented By Funai Electric. The program allows youngsters from Japan and the United States to visit one another's homelands and explore their customs and culture through baseball.

"Japan is a deeply respected member of Red Sox Nation and since the arrival of Daisuke Matsuzaka and Hideki Okajima, interest in Japan among Red Sox fans has grown exponentially," said **Red Sox Chairman Tom Werner**. "Through Funai's generosity, this exchange program provides young baseball fans in Japan and Boston to take part in a life-transforming experience as they explore each other's cultures through their shared love of baseball."

Over the past two years, the exchange has run in both directions. Last summer, a dozen boys from Boston traveled to Japan and participated in various baseball and cultural activities while living with Japanese host families and exploring Japanese customs and expanding their views of the world through baseball and in the summer of 2008, a dozen Japanese youngsters from Kyoto, sister city of Boston, and Chiba, a suburb of Tokyo, visited Boston staying with local host families for 10 days.

For the third straight year, Funai Electric is the Presenting Sponsor of the Red Sox US-Japan Youth Baseball Exchange program, coordinated by the Red Sox Foundation.

"Boston's connections to Japan are deep and long lived. It started in 1841, when a young Japanese fisherman named John Manjiro, age 14, shipwrecked on the island in the Pacific and was rescued by the captain of the whaling ship from Fairhaven, Massachusetts. Curious and interested in exploring the world and other cultures, John Manjiro made Fairhaven his adopted home," said **Tomonori Hayashi, President & CEO of Funai Electric Co., Ltd.**, "We hope this exchange will encourage modern day Manjiro on both sides of the globe to explore the world and to develop new friendships. This program will be a life changing experience, and a great reminder of how much we can share through educational exchanges and through our shared beloved pastime of baseball."

The Red Sox official team charity, the Red Sox Foundation is honored to once again have Cambridge – based Millennium, a part of the Takeda Oncology Company, as the Supporting Sponsor of the exchange. On Friday, July 23rd, 12 young Japanese boys will travel with two coaches to Boston for a 10-day stay with 6 host families in Greater Boston until Monday, August 2. The Japanese youngsters will participate in baseball clinics by Harvard and Northeastern baseball coaches and will play games with several of the Red Sox Foundation's RBI Youth Baseball teams of the same age and attend a Red Sox game on "Japan Day at Fenway Park" on Sunday, August 1st.

Participants in the Red Sox Foundation's Exchange program were selected based on their baseball skills and demonstrated interest in exploring other cultures. The Japanese and American youngsters are not only interested in the international sport of baseball, but are also curious about the world, have demonstrated leadership capacity and value the opportunity to foster international friendships. Considered a national sport in both the US and Japan, baseball in recent years has provided a uniquely effective cultural bridge between the two countries.

This summer, the Japanese boys will spend a day in Fairhaven, MA, home of John Manjiro who at 14, was the first Japanese child to live in the United States. The boys will visit the still-standing Fairhaven house where he lived with local whaling captain William Whitefield, now preserved by the Whitfield-Manjiro Friendship Society, and learn about the strong friendship Manjiro, Captain Whitfield and the people of Fairhaven enjoyed decades before US Navy Commodore Matthew Perry sailed into Uraga Harbor near Edo (modern Tokyo) in 1853 and forced the opening of Japan, which until that time was closed to foreigners. Two years after returning to Japan in 1851, Japanese leaders called upon Manjiro's language skills and cultural understanding of Americans to help interpret and peacefully resolve the crisis that arose from Perry's military sojourn, thereby opening up Japan to the West.

For more information about this unique Red Sox US-Japan Exchange Program Presented by Funai with additional support from Millennium Corp on the web, please visit www.redsoxfoundation.org . Videos of 2008 and 2009 exchange are available on YOU TUBE by typing in the keywords "Red Sox Foundation" and "japan exchange" or at: <http://www.youtube.com/watch?v=AbkK4FaxWLE>

OTHER QUOTES

Norifumi Nishimura, Manager of the Chiba Lotte Marines in Japan

"Through our partnership with the Boston Red Sox, I'm delighted to offer this wonderful international exchange experience to Chiba youngsters since 2008. I hope that through this program, everyone chosen to serve as a cultural ambassador will take advantage of their valued time in Boston playing baseball, touring sites and interacting with host families and friends. Communication may be a challenge at first, but the boys can rely on their knowledge in baseball and use it as a common language to foster teamwork and friendship with their Boston counterparts."

Daisaku Kadokawa, Mayor of Kyoto, Japan

"We are very pleased to participate in the third year of the Red Sox US-Japan Youth Baseball Exchange Program.... I hope that the twelve boys from Kyoto and Chiba participating in this wonderful exchange will use their skills and interest in baseball as a powerful communication tool in making new friends and communicating with their host families. In the future, I hope that they will apply their experience through this program to become the Daisuke Matsuzaka and Hideki Okajima of their time, building bridges between different cultures."

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ABOUT RED SOX FOUNDATION

The official team charity, the Red Sox Foundation is committed to using the power of the Red Sox fan base to improve health, educational and recreational and social service programs for children and families in New England. A registered 501(c)3 charity, the Foundation was founded in 2002, immediately after the group led by Principal Owner John Henry, Chairman Tom Werner, President CEO Larry Lucchino and the team's partners bought the fabled franchise. With the support of Red Sox players and their wives, fans, NESN and through special fundraising events, the Red Sox Foundation has quickly become the largest team charity in Major League Baseball. Last year, the Red Sox Foundation was honored nationally with an award as "*Best Team Charity in Sports*" by the Robert Wood Johnson Foundation and the Sports Philanthropy Project. For more information, visit www.redsoxfoundation.org.

ABOUT PRESENTING SPONSOR: Funai Electric Co., Ltd.

Founded by Mr. Tetsuro Funai, the company was established in 1961 in Osaka, Japan. Funai Electric Co., Ltd. in Japan is engaged in development/design, manufacture, marketing and

distribution of audio/visual products such as LCD TVs, DVD/Blu-ray related products. Funai also produces printers. Funai has sites in Japan, Poland, Republic of China (consignment manufacturing), and Thailand. For more information on Funai Group, please visit: <http://www.funaiworld.com>. Funai Corporation in the United States was established in 1970 as a wholly-owned subsidiary of Funai Electric Co., Ltd. Funai Corporation, Inc. was reorganized in May 1991, and is engaged in the import, export, servicing, marketing and distribution of Funai products in order to serve customers across United States. For more information, please visit <http://funai.us/>.

ABOUT CONTRIBUTING SPONSOR: Millennium: The Takeda Oncology Company

Founded in 1993, Cambridge based Millennium is a biopharmaceutical company with an innovative pipeline of novel molecules. In May 2008, Millennium was acquired by Japan-based Takeda Pharmaceutical Company Limited. Employing more than 1,100 people here in Massachusetts, Millennium is focused on oncology research and development. For more information, please visit: <http://www.millennium.com>.

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--RED SOX FOUNDATION--