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**4TOPPS PREMIUM SEATING INKS MULTIPLE PREMIUM SEATING DEALS  
EXPANDS PRESENCE IN MLB, MiLB AND MLS**

*Chicago Fire, Cleveland Indians, Lehigh Valley IronPigs, Iowa Cubs, Pensacola Blue Wahoos, Tulsa Drillers and Albuquerque Isotopes Added to Growing Club Roster*

WINSTON-SALEM, NC (January 17, 2012) – 4Topps Premium Seating, a North Carolina-based company that specializes in the design and sale of innovative, state-of-the-art premium seating products for the sports and entertainment industry, today announced deals with the Chicago Fire, Cleveland Indians, Lehigh Valley IronPigs, Iowa Cubs, Albuquerque Isotopes, Pensacola Blue Wahoos and Tulsa Drillers. Each deal involves conversion of sections in their respective stadiums to 4Topps Premium Seating tables, a patent pending design comprised of four 360° swivel seats and a semicircle table. The unique table design is perfect for food service, and swivel seats allow all four fans to face the game and still socialize. Previous seating solutions have failed to achieve the same benefits.

“With the improvements in HD television and 24/7 sports coverage, fans have so many entertainment options to keep them away from live sporting events. Teams are recognizing the need to be forward thinking to find ways to improve the spectating experience,” said 4Topps CEO Joseph Bellissimo. “Our 4Topps tables not only gives fans a new and exciting way to watch a live sporting event, it provides teams with an additional premium seating revenue stream... oftentimes a significant one.”

**4Topps Deal**  
**January 17, 2012**  
**Add One**

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Teams have purchased 4Topps units to replace unsold seats in the seating bowl, for under-utilized concourse space, to improve premium club areas and for upgrading hospitality areas

“The Chicago Fire Soccer Club has been selling Fieldside tables for the past two years and the popularity of this area has increased each year. The Fieldside table is all-inclusive with food and beverage,” said Dan Garnett, Fire Vice President of Operations. “In the past we used to move tables and chairs in and out of this area. Once we saw the tables from 4 Topps we knew this is exactly what we needed to make this area even more appealing to our customers.”

“We’re building a new Tiki-themed pavilion and bar in left field and were looking for a seating solution for the area,” said Lehigh Valley IronPigs AGM Howard Scharf. “After meeting with 4Topps, it was clear their tables were the best fit for what we were trying to accomplish.”

4Topps Premium Seating’s line of new products bridges the gap between luxury suites and traditional row seating. It includes the standard 4Topps unit, a bistro height HighTopps and a 2Topps unit for smaller spaces. Each unit include swivel seats that fold up for easy in-and-out, a half table for food service, hook mounts for purses and a full seat back for jackets.

For more information on 4Topps Premium Seating, please contact Deron Nardo at [deron@4topps.com](mailto:deron@4topps.com) or visit [www.4topps.com](http://www.4topps.com)

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