



**For Immediate Release**

**Judy Heeter announces plans to  
step down as Director of Business Affairs and Licensing**

**New York, NY, Tuesday, November 24, 2009** ... Judy Heeter announced today her intention to step down as Director of Business Affairs and Licensing of the Major League Baseball Players Association.

"It's been an action-packed 19 years since I first arrived, and much has changed," Heeter said. "But the demands of the commuter lifestyle have been difficult, especially lately, and I look forward to the chance to pursue opportunities I haven't had time to explore. I have informed Don and Mike that I will resign my position effective at the end of this year." Heeter has agreed to remain on staff for a short time thereafter to ensure a smooth transition so that the players' rights and interests in this important area continue to be protected and advanced.

"Judy Heeter has been a valued and important member of the staff of the Major League Baseball Players Association for nearly twenty years. Her contributions to the development of our licensing program are many and significant. On behalf of myself, and the players, past present and future for whom she worked, I thank her for her outstanding service," said Don Fehr, outgoing Executive Director of the MLBPA.

Incoming Executive Director of the MLBPA, Michael Weiner, added that "Judy has aggressively defended player rights in the licensing area, and our group licensing program has made great strides during her tenure."

Heeter joined the MLBPA team in November 1990 as outside counsel, and became Director of Business Affairs and Licensing in 1991. Over the course of her years with the MLBPA, Heeter's leadership has resulted in significant growth in the MLBPA group licensing program, development of its *Players Choice* marketing brand, and the creation of innovative and successful programs, including the Major League Baseball Players Trust, the Players Choice Awards, and the Big League Home Run Challenge.

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