

FOR IMMEDIATE RELEASE

MONDAY, JULY 24, 2006

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CHICK-FIL-A “FOWL POLES” TO MAKE DEBUT AT MINUTE MAID PARK

Renegade Cows climb onto foul poles; first 30,000 fans July 25 receive free sandwich coupon

**** PRESS CONFERENCE TOMORROW AT 2 P.M. CT ****

HOUSTON, TX — The Houston Astros and Chick-fil-A today announced a sponsorship agreement through 2008 that will bring the restaurant chain’s popular “Eat Mor Chikin®” Cows to Minute Maid Park.

The Chick-fil-A “Fowl Poles” will make their debut on Tuesday, July 25, for the start of the next homestand when the Astros face the Cincinnati Reds in a 7:05 p.m. game. The yellow right field and left field poles at the ballpark will each feature three renegade Cows wearing Astros hats. The baseball-themed Cows will be hanging off both poles in fair territory and carrying their message of “Eat Mor Fowl.”

The Chick-fil-A signage will also serve as a target for Astro players. When an Astro hits a ball that touches any portion of the poles, including the Cows, Chick-fil-A will award free chicken sandwiches to all fans in attendance for that game. Fans can redeem their game tickets the following business day at all 37 greater Houston-area Chick-fil-A locations. To kick off the “Fowl Pole” sponsorship, Chick-fil-A will award the first 30,000 fans in attendance at the game on July 25 a free chicken sandwich certificate.

As part of the agreement, Chick-fil-A will also sponsor various ballpark promotions and events, including this year’s Boy Scout and Girl Scout parades and Kids Run the Bases on July 30.

“The Astros are excited about this new partnership,” said Astros Vice President of Business Development John Sorrentino. “Activation is so integral in a sports sponsorship, and this is a unique and hopefully very successful way to brand Chick-fil-A at Minute Maid Park.”

“The greater Houston-area Chick-fil-A Operators are excited to partner with such an outstanding organization as the Astros,” said Bryan Bullington, Owner/Operator of Chick-fil-A Pearland. “The Cows on the ‘Fowl Poles’ are just waiting to give away free chicken sandwiches to Astros fans. We hope that there are several players who will hit the signs this season.”

The Chick-fil-A Cows are part of the chain’s award-winning “Eat Mor Chikin®” campaign which began in 1995. The renegade Cows have entertained customers with their antics and become national brand identities. More information about the greater Houston-area Chick-fil-A restaurants is available at www.CFAHouston.com.

— more —

Tickets to all Astros games are available online at astros.com or in person at the Minute Maid Park Box Office along Texas Ave. Tickets can also be purchased via telephone toll free at 877-9-ASTROS (877-927-8767) or at any of the Astros Ticketmaster locations: Foley's, Fiesta, and select FYE and Warehouse Music stores.

PRESS CONFERENCE TOMORROW - TUESDAY, JULY 25

WHO: Drayton McLane, Jr., Houston Astros Chairman and CEO
Pam Gardner, Houston Astros President
Bryan Bullington, Owner/Operator of Chick-fil-A Pearland

WHAT: Chick-fil-A "Fowl Poles" unveiling

WHEN: **TOMORROW**
Tuesday, July 25, 2006 at 2 p.m. CT

WHERE: Press Conference Room
** Media should enter through the South Home Plate gate on Texas Ave. (media entrance).

WHY: On Tuesday, July 25, the Chick-fil-A "Fowl Poles" at Minute Maid Park will be unveiled to the media. Photo opportunities will be available. Chick-fil-A product samples will be provided for all media in attendance.

— ASTROS —