Exhibit 13

Website

Rev Date: 1/29/2010 1

Responsible Implementer:
LEAGUE INFORMATION OFFICER

1.0 Purpose

This Exhibit provides guidance for the HLL Information Officer in regards to responsibilities and maintenance of the Hershey Little League website located at www.hersheylittleleague.org.

2.0 Maintain Active Status of www.hersheylittleleague.org with LeaguePro, Inc.

- The Hershey Little League website, www.hersheylittleleague.org, was built and is maintained utilizing the LeaguePro Interactive Sports League Website Software.
- Via the www.hersheylittleleague.org administrator page, the HLL League Information Officer shall work with LeaguePro to:
    o Provide LeaguePro with HLL's current League Information Office Contact Information
    o Assure that HLL's Account remains active. Fees are paid annually and the account expiration date is displayed in the "Account Center" portion of the www.hersheylittleleague.org administrator page.
    o Assure that HLL's PCI Compliance is at a "Validated" status. PCI Compliance is required for LeaguePro's Online Registration functionality. LeaguePro support representatives will contact and assist the HLL League Information Officer with this process when appropriate.
    o Contact LeaguePro during any unscheduled interruption of service to www.hersheylittleleague.org. LeaguePro's Status Page is located at http://www.leagueprostatus.com/.
    o Notify LeaguePro of any non-functioning features ("bugs") within the website (including both the Public Page and the "Manager's Home" tools.

- Request software enhancements to LeaguePro, as needed, to maximize the efficiency of the software's administrative tools within the "Manager's Main" page and assure the Public Page (www.hersheylittleleague.org) provides viewers with the information they need in a user-friendly format.

3.0 Registration Setup

- For each HLL Season (Spring / Fall), the HLL Information Officer shall:
  - Activate Online Registration via the "Online Registration" Administrator Option. Create all associated Registration Types with:
    - Fees (including Family Maximums, "Early-Bird" and/or "Late Fee" options)
    - League Descriptions(T-Ball, Colts, Minors, etc.)
  - Create a "paper" Registration Form (.pdf format) that matches the content provided in the Online Registration. Upload the Registration Form to the website via the "Upload PDF" option. The document will display under the "Available for Download" section of the www.hersheylittleleague.org Home Page.
  - Create a Registration "Article" to be displayed and highlighted on the HLL Home Page. The article should contain information about all HLL Leagues, links to Registration options (Online or via downloadable form), and contact information for questions, including League Commissioners.
  - Using the administrator's "Email Group" option, send periodic emails during the registration period to the HLL Player database (using prior season data). The email should provide direct links to the HLL Online Registration, the downloadable Registration form, and the Registration Article listed above
  - Monitor the administrator's "Online Registration" option throughout the Registration period. As player registration's come in, verify the registration information of players, assign the players to the appropriate "team" based on their league and move them into the "Current Season". During the Registration period, one "team" is created for each league (ex: ALL T-Ball Players, ALL Colts Players, etc.).   When the registration period has ended, players are moved to their actual teams, and the "ALL Players" teams can be de-activated.

4.0 Sponsorship Setup

- For each HLL Season (Spring / Fall):
    - Work with Sponsorship Committee to activate the Sponsorship Donation Page.

5.0 HLL Spirit Wear Online Store

- Assist the Spirit Wear Committee with the activation / maintenance of the HLL Spirit Wear Online Store

6.0 Donations Page
- Activate / Maintain any current donation drives via the Donations/Sponsorships tool.

7.0 Provide Logins to HLL Volunteers

- Use the "Login Manager" to create Logins for HLL Volunteers (Board Members, Coaches, etc.)
- Logins allow HLL volunteers to access the "Manager's Main" portion of the HLL website.
- For each login, provide a level of access that matches the volunteer's duties. The Login Manager tool includes an access chart that describes capabilities of each access level.
- When an HLL volunteer's services are completed, remove their associated login.

8.0 Promote the Use of the Hershey Little League Website

- Encourage Board Members, Coaches and other HLL Volunteers with access to utilize the website to provide information to the HLL community.
- Work with League Commissioners to inform Coaches that they, or a team representative of their choice, are responsible for:
    - Promoting use of their Team Pages by parents and players. Complete team schedules can be accessed real-time at www.hersheylittleleague.org by selecting the appropriate team from the "Jump to Your Team's Page" option of the Home Page.
    - Consistent use of the "Email Group" functionality within the "Manager's Main" page to keep the team parents, players and staff informed about important team information. Emails can be quickly created and sent to just your team's players/staff.

- o Alerting their team of game/practice postponements via the "Cancel" Practice/Game option on their Manager's Main page. This will place a message on the HLL Main Page alerting parents that the event has been postposed. An associated "Email Group" message should be sent out to the team.
- o The timely entry of game scores at appropriate age levels: Minors, Majors, Teeners, Sr. Teeners and Legion.
- o The timely entry of pitch counts and HR counts at the Minors and Majors level. The HLL Information Officer shall create an article that provides a link to an online pitch count post pages. Make sure the article appears on every team page for leagues that requires the tracking of pitch counts.
- Assist Board Members and other Volunteers, when necessary, with the posting of important league information documents they create (ex: Board Meeting Minutes, Upcoming Events,).
- Provide links for coaches/players/parents to sites providing baseball instruction.

9.0 Upload Volunteer Background Check Data to the Little League – ChoicePoint Site.
- Per Little League requirements, upload background information provided by all HLL Volunteers, utilizing the Lexis Nexis "ChoicePoint Little League Background Checks" site.
  - o The ChoicePoint system has options to upload individual checks or submit multiple requests in a batch mode.
  - o Documentation / training is provided on the ChoicePoint site.

10.0 Provide Required Little League Information
- Access the "Data Center" option at www.littleleague.org to:
  - o Report any changes to HLL Board Officers Contact Information.
  - o Annually upload player roster and coach information. Instructions are available on the www.littleleague.org site.

11.0 Provide Assistance with HLL Sponsored Tournaments
- Assist Tournament Director with web related items associated with Hershey Little League run tournaments (ex: Summer Slam 10U), including the creation/posting of:
  - o Articles promoting the tournament
  - o Tournament brackets/teams/players
  - o Pages for complete tournament game schedules and championship brackets.

12.0 General Maintenance
- Keep information on Home Page current.

- Archive Player, Team, Team Staff and Board of Directors data as needed.
- Monitor/maintain Field Directions and Team information. Check for redundant entries of Fields / Teams (usually created by coaches trying to schedule games against non-Hershey teams).