

*Art is not final

SYNOPSIS: Every complete game from the 2011 World Series® is available to own in this one-of-a-kind 8-DVD collector's set—just in time for the holidays. Each definitive 2011 World Series game is presented in its entirety, preserving the complete, unedited footage of every World Series game and key postseason games—plus exclusive locker room celebrations and interviews.

THE ST. LOUIS CARDINALS: 2011 WORLD SERIES COLLECTOR'S EDITION

Every inning, play, and heart-stopping moment of the 2011 World Series!

- The ultimate baseball collectible, the 2011 World Series Collector's Set will be an 8-disc set that features all of the complete World Series Games, plus a special bonus disc.
- The Cardinals franchise has won 22 pennants, tying the Dodgers for the second most, behind the Yankees 40.
- The Cardinals "Home TV market" covers eight states -- basically the entire mid-section of the U.S. -- with legions of multi-generational fans from coast-to-coast.
- Game 7 of the World Series averaged 25.4 million viewers and was the most watched baseball game since the Red Sox won the title in 2004.
- Game 7 of the World Series was the most successful Friday in FOX network history
- At the conclusion of the World Series, the winning team's DVD box set and film will be held up by FOX Network's commentators.
- Multi-media marketing campaign will garner **over 30MM Impressions!**
 - Include partnership with the MLB Network
 - On-line, print, outdoor and radio advertising in the team's local market and affiliated markets targeting men's lifestyle and sports pubs
 - Blog and social media outreach and on-air giveaways and promotion during series.
 - Will be marketed alongside the Official 2011 World Series Film, which typically sell over 100K units. Will include inserts and cross-promotional advertising and giveaways.

PRODUCT INFORMATION

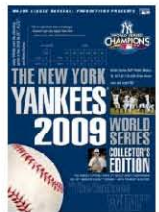
SRP: \$79.95 U.S., \$89.95 CAN
 FORMAT: 8-PK
 PACKAGING: THINS
 LENGTH: Approx 17 hours
 GENRE: Sports
 YEAR: 2011

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: No
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

RELATED & RECOMMENDED



THE SAN FRANCISCO GIANTS 2010 WORLD SERIES COLLECTOR'S EDITION



THE NEW YORK YANKEES 2009 WORLD SERIES COLLECTOR'S EDITION



CAT NO. AAAE245600 UPC 7-33961-24560-8 ISBN 1-4229-3672