

SYNOPSIS In 2011, The Los Angeles Angels of Anaheim will celebrate their 50th year as a part of Major League Baseball. To commensurate the celebration, the ANGELS MEMORIES: THE GREATEST MOMENTS IN ANGELS BASEBALL HISTORY DVD let's every fan of MLB join in on the festivities. Chalked full with historic moments, players, milestones in the club's history, this release is a must get for not only Angels fans, but baseball fans everywhere.

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PREORDER **AUG 16** RELEASE **SEP 20**

NEW RELEASE: SPORTS

ANGELS MEMORIES: THE GREATEST MOMENTS IN ANGELS BASEBALL HISTORY

Celebrate the 50th anniversary of the Los Angeles Angels of Anaheim

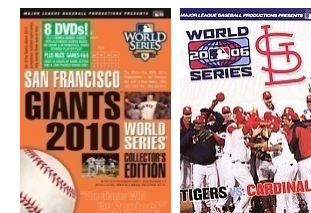
- 2011 will mark the 50th Anniversary of the Los Angeles Angels of Anaheim and the releases will coincide with the anniversary, as well as the MLB post-season.
- Value priced at \$19.95 to move off shelves.
- DVD features players like Tim Salmon, Adam Kennedy, Jarrod Washburn, and Garret Anderson.
- Multi-media marketing campaign to include:
 - Partnership with the MLB Network and Los Angeles Angels (217K+ Facebook fans and extensive e-mail list)
 - Online (MLB.com, top sports blogs)
 - Print (heavy ad support and direct sale number with local newspaper)
 - Affiliated markets targeting men's lifestyle and sports pubs
 - On-air giveaways and promotion

PRODUCT INFORMATION

SRP: \$19.95 U.S. \$22.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: 84 mins. + extras
GENRE: Sports
YEAR: 2011

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

COMP TITLES



THE SAN
FRANCISCO
GIANTS 2010
WORLD
SERIES
COLLECTOR'S
EDITION

2006 WORLD
SERIES
HIGHLIGHTS

OFFICIAL
MLB DVD

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