

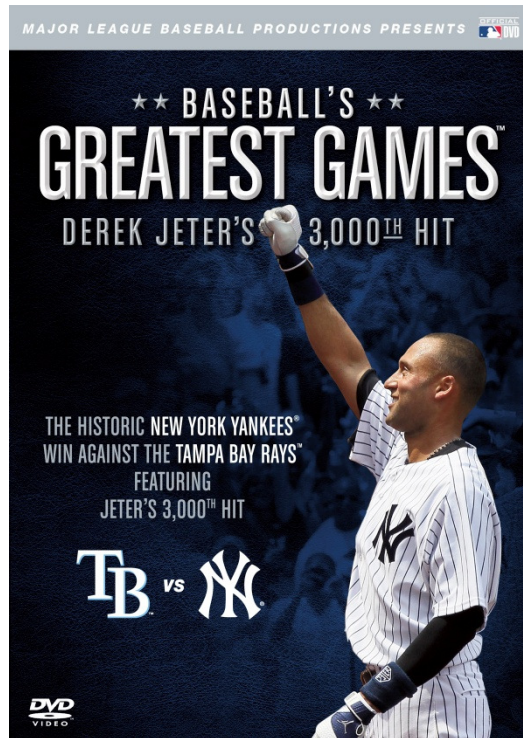
PREORDER **AUG 16** RELEASE **SEPT 20**

NEW RELEASE: Sports

BASEBALL'S GREATEST GAMES: DEREK JETER'S 3,000TH HIT

Own a piece of Baseball history with this commemorative DVD!

- This single DVD includes the full television broadcast of the historic Saturday afternoon Jeter made his 3000th hit in front of a packed Yankee Stadium
- Bonus material segments include:
 - the post-game press conference
 - highlights of Derek's most memorable career moments
 - radio play-by-play
- Derek Jeter is only the 28th player in history to enter the 3,000-hit club, and only the 15th player to have at least 3,000 hits with ONE team.
 - Jeter has the most career hits ever by a Yankee player
 - Jeter (37 years and 13 days) became the fourth youngest player ever to reach the milestone
 - Jeter joins Wade Boggs as the 2nd player ever to hit a Home Run for his 3000th hit
- Multi-media marketing campaign to include:
 - TV campaign
 - National radio promotions
 - Partnership with the MLB Network and YES Network
 - 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



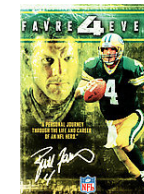
SYNOPSIS On July 9, 2011 Derek Jeter created another baseball masterpiece as he carved his name into a new mile-marker on his journey to Cooperstown, New York. Framed by a picture-postcard perfect Saturday afternoon at Yankee Stadium, Jeter stroked his 3,000th hit, a Hollywood-ripe home run on his way to a 5-for-5 afternoon. Yes, Jeter once again rises to the moment in dramatic and exhilarating style.

PRODUCT INFORMATION

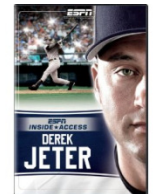
SRP: \$19.95 U.S. , \$22.95 CAN
FORMAT: DVD Single
PACKAGING: Amaray
LENGTH: Approx 180 mins
GENRE: Sports
YEAR: 2011

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

COMP TITLES



FAVRE 4 EVER



INSIDE ACCESS DEREK JETER



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