



SYNOPSIS: For the past decade, The Boston Red Sox have enjoyed enormous success, including numerous post-season appearances and capturing two World Series Championships in 2004 and 2007. **RED SOX: A DECADE OF CHAMPIONS** contains the highlight reels of both championship seasons on DVD and for the first time ever on Blu-ray. The release also contains interviews with some of the most well known players from this 10-year golden era of Red Sox history, including Manny Ramirez, David Ortiz, and more.

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NEW RELEASE: SPORTS

FALL CLASSIC AT FENWAY PARK: BOSTON RED SOX HISTORIC 2004 AND 2007 WORLD SERIES FILMS

Capture a decade of dominance by one of sports most storied franchises, the Boston Red Sox, on DVD and Blu-ray

- Strong favorite to win the 2011 World Series Championship, and these releases are timed to coincide with the MLB post-season
- One of MLB's most popular and successful franchises, with historic rivalries as well as some of the most passionate fans in sports.
- Release includes highlights from the 2004 & 2007 Red Sox World Championships on Blu-ray for the first time ever
- Features interviews from some of the most recognizable stars: Manny Ramirez, David Ortiz, Curt Schilling, Kevin Youkilis, and more
- Multimillion-dollar network ad campaign includes:
 - National cable commercials
 - Online and print advertisements
 - National radio promotions in top Red Sox markets
 - Outdoor advertisements
 - Social Marketing through Facebook (over 2 MM Red Sox fans), Twitter and Bloggers

DVD INFORMATION

SRP: \$ 19.95 U.S., \$29.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: 2 hrs., 43 mins.
GENRE: Sports
YEAR: 2011
LANGUAGE: English
COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 300

BLU-RAY INFORMATION

SRP: \$24.95 U.S., \$29.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: 2 hrs., 43 mins + extras
GENRE: Sports
YEAR: 2011
LANGUAGE: English
COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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