

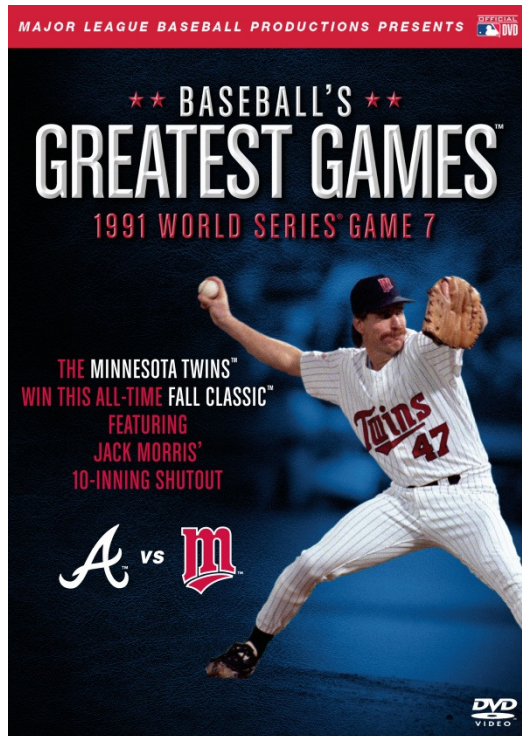
PREORDER **AUG 9** RELEASE **SEPT 6**

NEW RELEASE: SPORTS

BASEBALL'S GREATEST GAMES: 1991 WORLD SERIES, GAME 7

Jack Morris and the Minnesota Twins win the World Series!

- This classic game is part of the collectible 11-PK giftset BASEBALL'S GREATEST GAMES, which features some of the most well-known games/moments in MLB history, packaged in a commemorative set.
- The 1991 World Series is called "the greatest World Series of all-time" by ESPN
- The Twins' Jack Morris pitched 10 shutout-innings and the Twins won on a bases-loaded pinch-hit single, defeating the Atlanta Braves in 7 games
- Impulse priced at \$12.95 and released to coincide with the MLB post-season.
- Multimillion-dollar network ad campaign includes:
 - National cable commercials
 - Online and print advertisements
 - National radio promotions in the Minnesota market
 - Outdoor advertisements
 - Social Marketing through Facebook, Twitter and Bloggers



SYNOPSIS: The 1991 World Series featured the

Minnesota Twins against the Atlanta Braves. In the final Game 7, Jack Morris pitched 10 shutout-innings to lead the Twins to a World Series title, and prompting ESPN to call this series "the greatest World Series of all-time".

Now, this classic Game 7 will be available on DVD. This

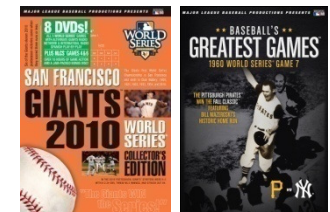
DVD collector's item for baseball fans everywhere!

PRODUCT INFORMATION

SRP: \$12.95 U.S. \$14.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: 176 min.
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**

**BASEBALL'S
GREATEST
GAMES: 1991
WORLD SERIES
GAME 7**



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