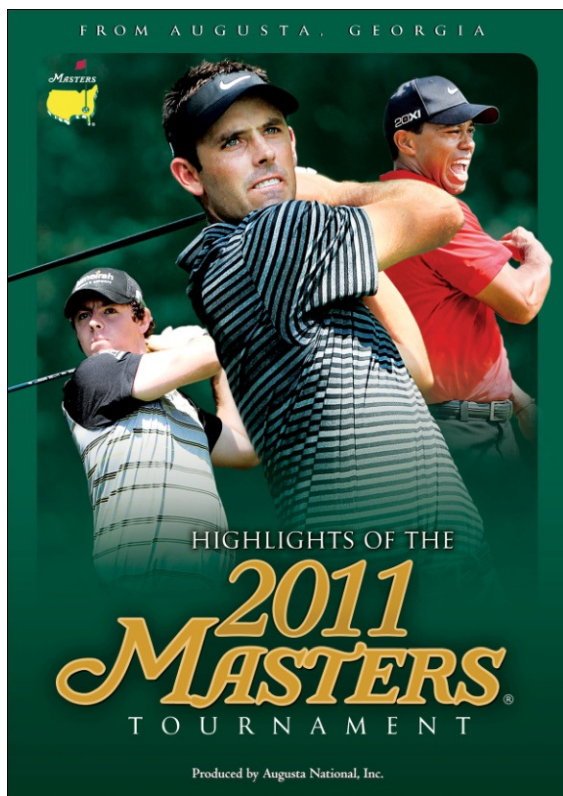


PREORDER **AUG 9** RELEASE **SEPT 6**

NEW RELEASE: SPORTS



SYNOPSIS: When Charl Schwartzel birdied the 18th hole of his final round during the 2011 Masters Tournament at Augusta National Golf Club, he provided a fitting finish to one of the most thrilling closing days in recent major history. While the first three rounds of the Tournament had already provided some magical moments, it was the final day when the fireworks really started, as a host of players were poised to seize the opportunity to wear the most coveted prize in the sport, the Green Jacket.

HIGHLIGHTS OF THE 2011 MASTERS TOURNAMENT

- A highlights film celebrating the greatest moments of the 2011 Masters including Tiger Woods' stunning loss and the thrilling win by South African Charl Schwartzel. The DVD also features Rory McIlroy's blown final round 4 stroke lead – which he would later make up for with his record setting 16 under par win in the U.S Open, two months later.
- Earned the second highest rating in 10 years with over 10% of all households in the U.S tuning in.
- Bonus includes: Honorary Starters Ceremony, Green Jacket Presentation and Press conferences by winner Charl Schwartzel as well as greats such as Gary Player and Jack Nicklaus
- Will release in conjunction with Jack Nicklaus' 1986 Masters DVD, and to capitalize on the remainder of the golf season,
- Marketing includes sponsorship from one of the largest insurance companies in the world, Nationwide plus outreach to fans of golf/PGA (over 3MM Facebook friends), Jack Nicklaus, Tiger Woods (over 1.7 MM Facebook friends) as well as top sports outlets (ESPN The Magazine, Sports Illustrated, ESPN.com, Golf Magazine, SI.com, and more).

PRODUCT INFORMATION

Bonus features: Honorary Starters Ceremony, Green Jacket Presentation and Press conferences by Charl Schwartzel, Gary Player and Jack Nicklaus

SRP: \$19.95 U.S. \$22.95 CAN

FORMAT: Single

PACKAGING: Amaray

LENGTH: 101 min. + extras

GENRE: Sports

YEAR: 2011

LANGUAGE: English

COLOR: Yes

WIDESCREEN: Yes

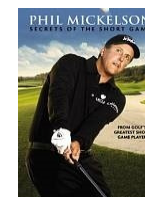
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

COMP TITLES



YES SIR! JACK NICKLAUS 1986 MASTERS WIN



PHIL MICKELSON: SECRETS OF THE SHORT GAME

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