

ST. LOUIS CARDINALS: 2011 OFFICIAL WORLD SERIES FILM

For the first time, experience the Official World Series Film plus the winning team's Season in Review in one set!

- Two highly collectible DVD offerings featuring the best portions of the 2011 World Series:
 - 2 – Disc DVD
 - Blu-ray Single
- For the first time ever the Official World Series Highlight Film will be a 2-disc set including the complete NLDS Game 5, behind-the-scenes interviews and exclusive bonus content!
- The Cardinals "Home TV market" covers eight states -- basically the entire mid-section of the U.S. -- with legions of multi-generational fans from coast-to-coast.
- Game 7 of the World Series averaged 25.4 million viewers and was the most watched baseball game since the Red Sox won the title in 2004.
- Game 7 of the World Series was the most successful Friday in FOX network history.
- At the conclusion of the World Series, the winning team's DVD box set and film will be held up by FOX Network's commentators.
- Multi-media marketing campaign will garner **over 30MM Impressions!**
 - Include partnership with the MLB Network
 - On-line, print, outdoor and radio advertising in the team's local market and affiliated markets targeting men's lifestyle and sports pubs
 - Blog and social media outreach and on-air giveaways and promotion during series.



*Art is not final

SYNOPSIS: Don't miss the greatest moment of the 2011

World Series with the OFFICIAL 2011 WS FILM,

available as both a 2-disc DVD including the winning

team's Season in review. It is also available as a Blu-ray

single with all the same thrilling content! Catch the

highlights of all of the games, interviews, and classic

moments from baseball's biggest stage.

PRODUCT INFORMATION

DVD: (Street Date: Nov. 22)

SRP: \$29.95 U.S., \$34.95 CAN

FORMAT: DVD 2-Pk

PACKAGING: Swing Away

LENGTH: Approx. 110 mins.

GENRE: Sports

YEAR: 2011

CAT: AAAE245610

UPC: 7-33961-24561-5

ISBN: 1-4229-3673-2

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

Blu-ray: (Street Date: Dec. 6)

SRP: \$34.95 U.S., \$39.95 CAN

FORMAT: Blu-ray Single

PACKAGING: Single

LENGTH: Approx. 110 mins.

GENRE: Sports

YEAR: 2011

CAT: AAAE245620

UPC: 7-33961-24562-2

ISBN: 1-4229-3674-0

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

RELATED & RECOMMENDED



THE SAN FRANCISCO GIANTS 2010 WORLD SERIES COLLECTOR'S EDITION



THE NEW YORK YANKEES 2009 WORLD SERIES COLLECTOR'S EDITION

