

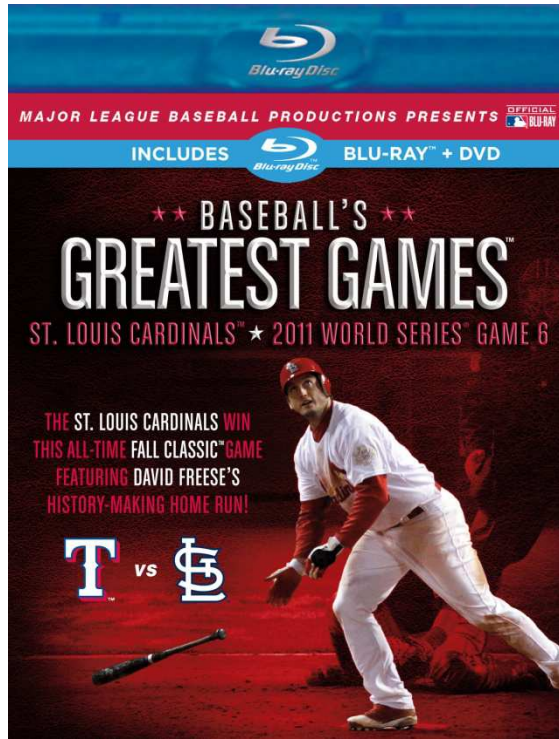
PREORDER **MARCH 20** RELEASE **APRIL 17**

NEW RELEASE: SPORTS

# BASEBALL'S GREATEST GAMES: 2011 WORLD SERIES, GAME 6

*David Freese's 11<sup>th</sup> inning, walk-off home run wins the game!*

- This instant classic from the epic 2011 World Series, is available for the first time in Blu-Ray and to capitalize on the beginning of the 2012 season – opening day, April 5<sup>th</sup>
- Game 6 of the 2011 World Series, with an average of 21.1 million viewers, was the most watched World Series game since Game 6 of the 2009 World Series.
- The 2011 World Series films have greatly exceeded sales expectations and have already become best sellers .
- The average ratings for the 2011 World Series increased by 10%
- 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.
- Multimillion-dollar network ad campaign includes:
  - Include partnership with the MLB Network
  - National cable commercials
  - Online and print advertisement
  - National radio promotions in the Cardinals market
  - Outdoor advertisements
  - Aggressive Social media outreach through Facebook, Twitter and Bloggers



Art Not Final

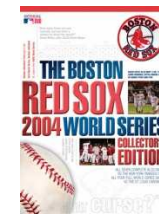
**SYNOPSIS:** Don't miss all of the excitement of the pivotal Game 6 from the 2011 World Series in this newest addition to the BASEBALL'S GREATEST GAMES series. On this brisk fall night the Cardinals and Rangers continued to battle it out; the Cardinals on the brink of elimination, twice managed to hold on. The tides changed when in the 11<sup>th</sup> inning and down to his last strike, David Freese, saves the day for a second time with a walk-off home run, firmly solidifying this game as one for the history books.

## PRODUCT INFORMATION

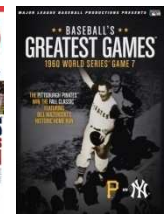
SRP: \$24.95 U.S. \$29.95 CAN  
FORMAT: 2-pk BD/DVD Combo  
PACKAGING: Amaray  
LENGTH: 3hrs., 45 mins.  
GENRE: Sports  
YEAR: 2011

LANGUAGE: English  
COLOR: Color  
WIDESCREEN: TBD  
AUDIO FORMAT: TBD  
UNITS PER CARTON: 30

## COMP TITLES



BOSTON RED  
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BASEBALL'S  
GREATEST  
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WORLD SERIES  
GAME 7



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