

MAJOR LEAGUE BASEBALL PRODUCTIONS PRESENTS

Yankeeography™ THE CAPTAINS COLLECTION



SYNOPSIS Over the decades of New York Yankees dominance many have earned their pinstripes through performance or victories or popularity. However, the most exclusive club in the Bronx has been reserved for the men whose leadership, personalities, and attitude exemplify the ideals and virtues befitting the Captaincy.

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NEW RELEASE: HISTORY™

YANKEEOGRAPHY: THE CAPTAINS COLLECTION

Saluting seven remarkable captains from Lou Gehrig to Derek Jeter

- Based on the best-selling 12 disc mega set, this mini version features the 7 greatest captains of all-time, at a new low SRP.
- Jam-packed with over 350 minutes of the Emmy® Award-winning program YANKEEOGRAPHY, plus, a never before released bonus program, *Moments and Mystique*, which pays homage to the great captains and their heroic history-making performances.
- Features some of the most popular Yankees players of all-time including current superstar Derek Jeter.
- Grassroots marketing campaign will target consumers with an interest in Yankees Baseball through 2 spots per game on the YES Network, as well as spots and mentions on the MLB Network.
- PR campaign will target New York Yankees blogs and websites and popular sports publications such as *The Daily News*, *MLB.com editorial*, and *Sports Illustrated*.

PRODUCT INFORMATION

Bonus Features: Bonus Program : *"Moments & Mystique of the NY Yankees"*

SRP: 24.95 US, 29.99 CAN

FORMAT: 2-pk

PACKAGING: 2-pk swing amaray

LENGTH: Approx. 5 hrs. 50 mins+ extras

GENRE: SPORTS

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

RELATED & RECOMMENDED



YANKEEOGRAPHY



**THE NEW
YORK
YANKEES:
PERFECT
GAMES AND
NO HITTERS**

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