

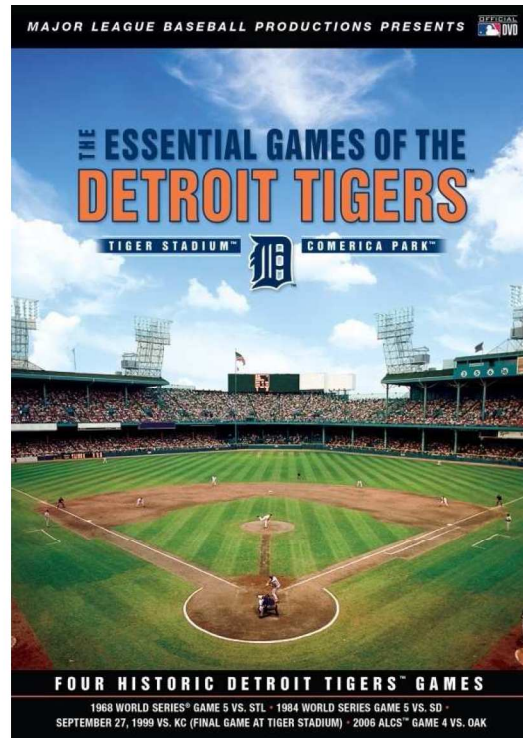
PREORDER **MAR 9** RELEASE **APR 6**

NEW RELEASE: SPORTS

ESSENTIAL GAMES OF THE DETROIT TIGERS

Four complete, historic games in one collectible set!

- On the heels of the Tigers great 2009 season, this must-have set captures four historic Tigers games in their entirety, packaged in one collectible set featuring SleeveStats™.
- Voted by the fans on MLB.com, the games will include the 1968 World Series, the 1984 World Series, the final game at Tiger Stadium, and most recently the 2006 ALCS Game 4.
- Bonus features will include memorable moments from Tigers history, rare interviews and archive footage, and a bonus audio track on the 1984 World Series Game with legendary Tigers announcer Ernie Harwell.
- Released in time for the start of the 2010 season, marketing will target Tigers fans through local radio and print promotions, and promotional partnerships with the team, MLB.com, Club sponsors, and the Spring Training facility in Lakeland, FL
- PR campaign will target fans through print, radio, and online promotions and giveaways on leading sports stations and in sports and home video print publications and blogs.



SYNOPSIS This four-DVD set showcases four television broadcasts of games that are the heart of the love affair between fans and ball club. Selected by tigers.com readers, these games mark glorious chapters in the history of the franchise. A Bengal-striped celebration that salutes the nostalgic glory from Tiger Stadium hosting the 1968 World Series to the present-day peninsula-shaking magic of Comerica Park: All 100% baseball made in Detroit.

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PRODUCT INFORMATION

DVD FEATURES: Interviews and team highlights

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

FORMAT: 4 DVDs

PACKAGING: Thinpacks

LENGTH: Approx. 9 hrs., 32 mins. + extras

GENRE: Sports

YEAR: 2010

LANGUAGE: English

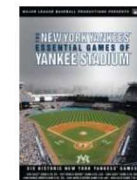
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WIDESCREEN: No

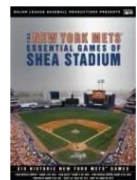
AUDIO FORMAT: Stereo

UNITS PER CARTON: 14

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