

# BASEBALL'S GREATEST GAMES COLLECTOR'S EDITION

*10 of MLB's greatest moments all in one commemorative set*

- This collectible 11-PK gift set features 10 of the most well-known games/moments in MLB history and a packed bonus disc, packaged in a commemorative set.
- Each game in the set will feature a major market team and will be released as a value-priced single to appeal to every target market and price point.
- Release timed to coincide with the MLB post-season; this megaset is a must-get collector's item for baseball fans everywhere.
- Features an estimated 24 hours of footage that will include well-known superstars like Derek Jeter, Reggie Jackson, Carlton Fisk, and more.
- Multimillion-dollar network ad campaign: 40 million estimated impressions
  - National cable commercials
  - Online and print advertisements on team sites and MLB.com
  - National radio promotions in top 25 markets
  - Outdoor advertisements
  - Social Marketing through Facebook, Twitter and Bloggers
  - Local market outreach for each winning team

## PRODUCT INFORMATION

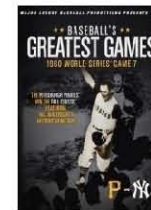
SRP: \$99.95 U.S. \$109.95 CAN  
 FORMAT: 11-PK  
 PACKAGING: Thins  
 LENGTH: Est. 24 hrs  
 GENRE: Sports  
 YEAR: 2011

LANGUAGE: English  
 COLOR: Color  
 WIDESCREEN: No  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: TBD

## COMP TITLES



2009  
YANKEES  
WORLD  
SERIES  
COLLECTOR'S  
EDITION



BASEBALL'S  
GREATEST  
GAMES: 1960  
WORLD SERIES  
GAME 7



**SYNOPSIS:** MLB has opened its archive of classic, historic, singular, and momentous games and compiled the 10 classics: **BASEBALL'S GREATEST GAMES**. Fans across the globe will be able to view the original television broadcasts and witness history in its competitive context as it unfolded inning-by-inning and pitch-by-pitch. **BASEBALL'S GREATEST GAMES** includes the following full games spanning from 1960 through 2004, with fan-favorite teams such as the Atlanta Braves, Boston Red Sox, Chicago Cubs, Cincinnati Reds, Los Angeles Dodgers, Minnesota Twins, New York Mets, New York Yankees, Philadelphia Phillies, Pittsburgh Pirates, St. Louis Cardinals and the Toronto Blue Jays.