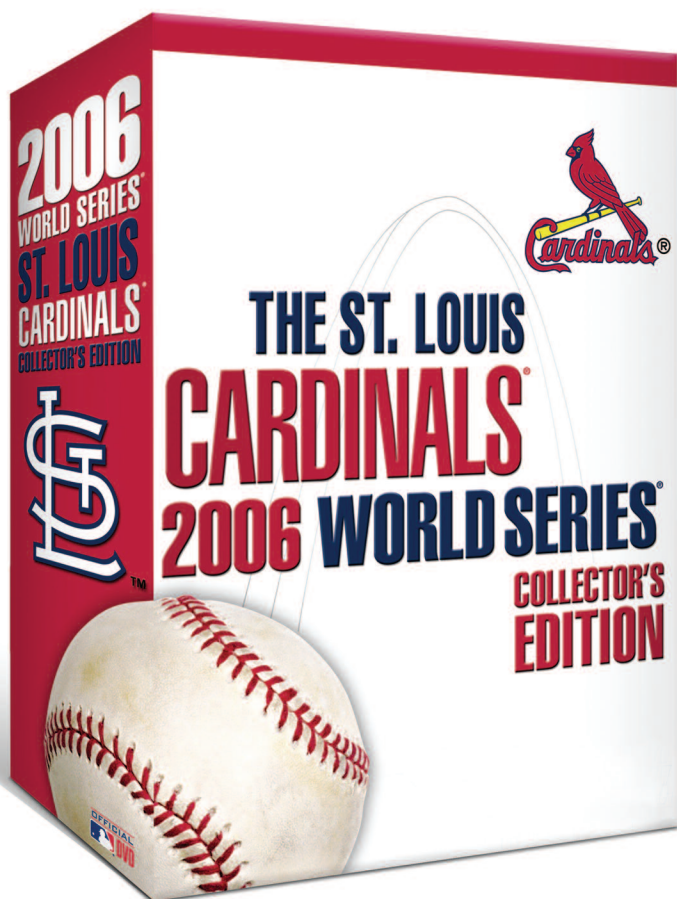


THE ST. LOUIS CARDINALS® 2006 WORLD SERIES® COLLECTOR'S EDITION



PREBOOK: NOV 21, 2006

PRODUCT SHIP: DEC 15, 2006

PRODUCT STREET: WEEK OF DEC 18, 2006

The St. Louis Cardinals 2006 World Series win is now available in this exclusive, must-have box set —just in time for the holidays

Relive at home the most spectacular plays with this stunning collection of every 2006 World Series game between the St. Louis Cardinals and the Detroit Tigers®. Each 2006 World Series game is presented uncut in this action-packed 8-DVD set, preserving the complete, unedited footage of all five must-have 2006 World Series games, two key playoff games, as well as exclusive celebratory footage and interviews from the winning team.

- The 2006 World Series was seen in 48.9 percent of homes in the St. Louis market*.
- Every single complete game from the 2006 World Series against the Detroit Tigers will be featured in this 8-DVD box set.
- Includes two pivotal games from the National League Championship Series®: Game 5 and the thrilling Game 7 vs. the New York Mets®.
- Featuring never-before-seen celebratory footage and exclusive interviews on a special bonus disc.
- SleeveStats™ on each DVD sleeve give comprehensive information and statistics on each of these games to intrigue even die-hard fans.
- National and regional press outreach includes consumer sports, print and electronic media outlets and sports trade journals.
- Advertising to include local and national print (*USA Today*), web-based ads on local newspaper sites, radio, and MLB.com.

DVD

SPECIAL FEATURES: To Be Announced

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Art not final.

*Source: St. Louis Post-Dispatch, 10/30/06 Dan Caesar

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