



SYNOPSIS The story of the 2009 New York Yankees season -- from the first pitch of Spring Training to the joyful tickertape parade -- is preserved forever in this remarkable video yearbook and includes interviews, exclusive footage, and game action and highlights.

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NEWVIDEO
newvideo.com

Distributed in the U.S. by
New Video, 902 Broadway, 9th FL
New York, NY 10010

Distributed exclusively in Canada by
E! Entertainment, 175 Bloor Street East,
North Tower, Suite 1400
Toronto, ON, M4W 3R8

PREORDER Nov 24 RELEASE Dec 15

NEW RELEASE: Sports

NEW YORK YANKEES 2009 SEASON OF PRIDE, TRADITION & GLORY

From spring training to the playoffs, the story of the 2009 World Champion Yankees

- This impulse priced single capitalizes on the most popular sports story today.
- The 2009 Yankees were a team stacked to win – with a new stadium, an all-star roster, and guidance of Manger Joe Girardi, it seemed they were destined for their 27th World Championship.
- This 60+ minute documentary follows the team with the best record in baseball (103-59) in the quest for baseball's highest honor, and will air on YES Network on 12/4 (featuring DVD promotion within the program).
- Over 40 minutes of exclusive bonus footage including a tour of Yankee Stadium, memorable moments and highlights, interviews, Nick Swisher road trip, season ending recap, and pre-game ceremonies and "Hope Week".
- Multi-media marketing campaign to include a partnership with YES Network, MLB Network, and the Yankees, as well as local on-line, print, outdoor and radio advertising, blog infiltration, and on-air giveaways and promotion.

PRODUCT INFORMATION

DVD FEATURES: Ceremonies - Milestones - Moments - Special Features - Stadium Tour

SRP: \$19.95 U.S., \$26.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: 66 mins + extras (40 mins)
GENRE: Sports
YEAR: 2009
NOTES: n/a

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

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THE NEW YORK YANKEES 2009 WORLD SERIES COLLECTOR'S EDITION



YANKEEOGRAPHY: THE CAPTAINS COLLECTION



CAT NO. AAAE214420 **UPC** 7-33961-21442-0 **ISBN** 1-4229-7795-1