

Major League Baseball Productions Presents



# NEW YORK YANKEES 2009

SEASON OF PRIDE, TRADITION & GLORY



**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.

DISTRIBUTED BY  
**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 27<sup>th</sup> 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

### RELATED & RECOMMENDED



**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