



**FOR IMMEDIATE RELEASE**

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**CARDINALS OFFICIAL CHAMPIONSHIP SEASON  
DVD RELEASED EXCLUSIVELY AT McDONALD'S**

**St. Louis, December 7, 2006-** *The 2006 St. Louis Cardinals Baseball Heaven DVD*, the official championship DVD produced by the Cardinals and Major League Baseball, was released yesterday, exclusively at McDonald's Restaurants.

"The Cardinals chose McDonald's because we believe using them as the primary vendor is the fastest and easiest way to make the DVD available to St. Louis," said Mark Lamping, *St. Louis Cardinals President*. "This DVD is the perfect gift for any Cardinals fan, and we're excited to get it out in time for the holidays!"

Not to be confused with Major League Baseball's *2006 World Series: Cardinals vs. Tigers DVD*, *The 2006 St. Louis Cardinals Baseball Heaven DVD* tells the story from a St. Louis perspective. It's a 60-minute movie, plus bonus features, that highlights everything from the twists and turns of the season to the dramatic playoff run that ended with the Redbirds finishing the inaugural season in their new home by clinching their first World Series Championship in 24 years.

It tells the story of the players and fans that brought Baseball Heaven to life and a joyful Cardinals Nation to its feet. The bonus section features unforgettable Cardinals moments such as Pujols' four consecutive home runs, the Cardinals "Walk-Offs," a special tribute to Stan Musial, Edmonds greatest catches of 2006, the final out of Carpenter's complete game shutout, the new Busch Stadium dedication ceremony, the Hall of Fame statue re-dedication ceremony, the Budweiser's Clydesdales appearance at Busch and the post-parade celebration.

This DVD is available in limited quantities, and only for a limited time at participating McDonald's Restaurants for \$19.99, plus tax.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information on local McDonald's visit [www.mcdonaldsStl.com](http://www.mcdonaldsStl.com).

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