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THE BUSCH STADIUM TRIBUTE DVD HITS A HOMERUN WITH FANS:

“Millions of Cardinals Memories: Busch Stadium 1966-2005” Selling Fast at McDonald’s

St. Louis, December 20, 2005- Redbox, in collaboration with the Cardinals and Major League Baseball, released *“Millions of Cardinals Memories: Busch Stadium 1966-2005”* on November 29, 2005 at local McDonald’s Restaurants. Within the first 48 hours, customers showed their overwhelming support for the Cardinals, by purchasing more than 1,600 DVDs from redbox.

The DVD captures the most memorable Cardinals moments from the past 40 seasons at Busch Stadium. It showcases amazing performances by Cardinals greats, legendary events at Busch Stadium, including a salute to Chris Carpenter’s Cy Young Award and Albert Pujols’ National League’s MVP Award.

“Busch Stadium holds a lot of fond memories for Cardinals fans,” said Mark Lamping, St. Louis Cardinals President. “The Cardinals and Major League Baseball want every fan to have the opportunity to own their own piece of Busch Stadium and we believe this commemorative DVD is perfect for fans of all ages.”

“Millions of Cardinals Memories: Busch Stadium 1966-2005” is being sold at participating McDonald’s redbox locations for \$17.99 plus tax. According to redbox officials, the DVD is selling approximately 1,000 copies a day and will most likely be sold out of redbox before Christmas.

Redbox is a wholly owned subsidiary of McDonald’s Corporation, and is the leading renter of DVDs through automated kiosks. *Redbox* continues to revolutionize the DVD rental industry as it expands its footprint inside McDonald’s restaurants, grocery stores and other locations. More information about *redbox* can be found at www.redbox.com.

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