

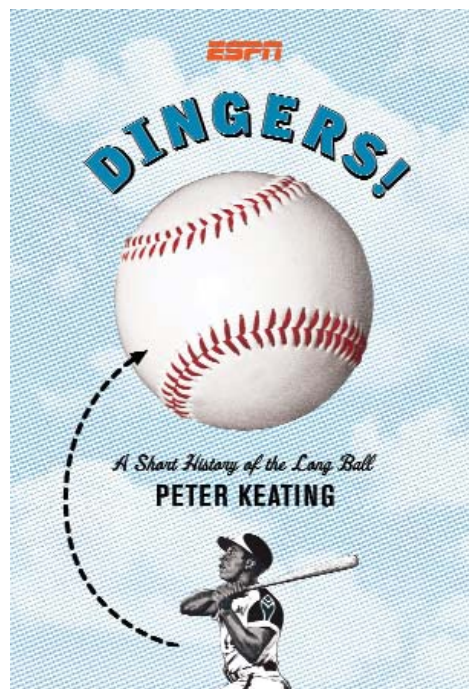


# ESPN BOOKS

**97 MILLION**

Americans watch, listen, **read** or log on  
to ESPN-branded media each week.

19 E. 34 St. 7th floor,  
New York, NY 10016  
212.515.1000



# Dingers!

## A Short History of the Long Ball

Peter Keating

No other single act in sports has had as great an impact on our culture, our language, and our imagination as the home run. Here at last is the definitive biography—the life story of the round-tripper from its low-profile pre-Babe Ruth days to today’s artificially pumped-up tater totals. Filled with the legends, the lore, and the numbers baseball fans love, *Dingers!* is a one-stop guide to going downtown.

### MARKETING/PUBLICITY

- Excerpt and ads in *ESPN The Magazine*
- Spots on ESPN’s *Baseball Tonight*
- Daily quiz and giveaway on ESPN Radio
- “Did You Know?” questions during nationally telecast games on ESPN
- “Did You Know?” spots during the All-Star Home Run Derby
- “Dinger a Day” facts on ESPN.com

### ABOUT THE AUTHOR

**Peter Keating** writes The Biz column for *ESPN The Magazine* and was previously a senior writer at *George and Money*. His work has appeared in numerous national publications, including *Mother Jones*, *New York*, and *Fortune*. He’s still looking for his first home run.

**May 23, 2006**

ISBN: 1-933060-09-3

Price: \$16.95 (\$22.95 in Can)

Category: Sports

AFP: 40,000

Release: May 9, 2006

Trim: 5 x 7 1/2 (Hardcover)

Carton Qty: 20

176 pages

US, C, P, OM



### Circle the Date

**July 10:** Home Run Derby on ESPN | **July 20:** 30th anniversary of Hank Aaron’s 755th | **October 1:** 45th anniversary of Roger Maris’ 61st | **September 30, 2007:** 80th anniversary of Babe Ruth’s 60th

# ESPN Baseball Sudoku

Mastered sudoku but want to take it to the next level? *ESPN Baseball Sudoku* puts a new spin on the wildly addictive puzzle phenomenon. In *ESPN Baseball Sudoku*, 9x9 puzzle grids are solved using traditional sudoku techniques, but the nine numbers are replaced by the starting positions in a baseball lineup: P, C, 1B, 2B, 3B, SS, LF, CF, and RF.

The 200 puzzles are arranged by difficulty level—Little League (Easy), Minor League (Medium), Major League (Hard), and Hall of Fame (Expert)—and require no math skills or baseball knowledge, only logic. The book is also filled with bonus All-Star puzzles—sudoku grids composed of nine letters that reveal the name of a famous athlete when solved correctly. With an easy-to-follow introduction explaining how to solve these new puzzles, this is sudoku as you’ve never played it before.

### MARKETING/PUBLICITY

- Puzzles in *ESPN The Magazine*
- Puzzles on Mobile ESPN and ESPN.com
- Ads in *ESPN The Magazine* and on ESPN.com
- Advertising campaign in newspapers nationwide

2B	LF		RF					P
			C	LF				3B
		C		SS	P	1B		
		LF	P		CF		2B	RF
	C	RF				CF	P	
CF	2B		SS		C	3B		
		2B	1B	C		P		
1B				P	3B			
C					RF		3B	1B

### Directions

Fill in the grid so that each row, column, and 3x3 box contains all nine positions in a starting lineup: P, C, 1B, 2B, 3B, SS, LF, CF, and RF.



**May 30, 2006**

ISBN: 1-933060-23-9

Price: \$9.95 (\$12.95 in Can)

Category: Sports/Games

AFP: 50,000

Trim: 5 1/8 x 8 1/4

Carton Qty: 20

272 pages

US, C, P, OM

### Circle the Date

**January 2007:** National Sudoku Championship



## Online Ace

### A World Series of Poker Champion's Guide to Mastering Internet Poker

Scott Fischman

Few players have made the transition from Internet poker to live tournament play as successfully as two-time World Series of Poker champion Scott Fischman, and in *Online Ace* he shares his expert insight, moneymaking wisdom, and priceless strategies for playing the game well. Written for Internet players (as well as those hoping to make the transition from online games to live play), *Online Ace* gives readers invaluable instruction that can be put into practice immediately on Fischman's popular website, Thefishtank.com.

#### MARKETING/PUBLICITY

- Ad campaign and excerpt in *ESPN The Magazine*
- Ad campaign and excerpt on ESPN.com, and prominent promotion on the ESPN Poker Club site
- Online tournaments/giveaways on ESPN.com
- Author featured in ESPN World Series of Poker coverage, on local ESPN Radio stations and ESPN.com, and in *ESPN The Magazine*
- Ads in *Card Player* magazine

#### ABOUT THE AUTHOR

**Scott Fischman** is a two-time World Series of Poker champion and the World Poker Tour's Young Guns champion. A regular columnist for *Card Player* magazine, he began his poker career playing in online tournaments and has his own poker site, Thefishtank.com. He lives in Las Vegas.

**June 13, 2006**

ISBN: 1-933060-12-3

Price: \$19.95 (\$26.95 in Can)

Category: Games/Sports

AFP: 40,000

Release: May 24, 2006

Trim: 6 x 9 (Paperback Original)

Carton Qty: 20

256 pages (two-color illustrations throughout)

US, C, P, OM



#### Circle the Date

**June 25:** World Series of Poker begins | **July 18:** World Series of Poker broadcasts begin on ESPN | **August 10:** World Series of Poker main event final table | **September 26:** World Series of Poker main event final table televised on ESPN

ISBN: 1-9330600-3-4

Price: \$15.95 (\$21.95 in Can)

Category: Sports

Pub: September 1, 2005

Trim: 6 x 9 (Paperback Original)

Carton Qty: 20

192 pages (two-color illustrations throughout)

US, C, P, OM



## The Best Hand I Ever Played

### 52 Winning Poker Lessons From the

### World's Greatest Players

Steve Rosenbloom

A wise and witty collection of 52 interviews with the best professional poker players in the world (including Doyle Brunson, Amarillo Slim, Phil Gordon, and Annie Duke), in which they recount the greatest hands of their storied careers.

## Now I Can Die in Peace

### How ESPN's Sports Guy Found Salvation With a Little Help From Nomar, Pedro, Shawshank, and the 2004 Red Sox

Bill Simmons

**"Bill Simmons is the funniest sportswriter of his generation."**

—Chuck Klosterman

**"Destination reading for anyone who worships at the twin altars of pop culture and sports."**

—*Entertainment Weekly*

*"The Red Sox won the World Series."* To Citizen No. 1 of Red Sox Nation, those seven words meant, "No more '1918' chants. No more smug glances from Yankee fans. No more worrying about living an entire life—that's 80 years, followed by death—without seeing the Red Sox win a Series."

But once he was able—finally—to type those life-changing words, Bill Simmons decided to look back at his Sports Guy columns from the previous five years to find out how the miracle had come to pass.

And that's where the trouble began.

The result is *Now I Can Die in Peace*, a hilarious and fresh new look at some of the best sportswriting in America, with sharp critical commentary (and fresh insights) from the guy who wrote it in the first place.

#### ABOUT THE AUTHOR

Bill Simmons writes the popular Sports Guy column for ESPN.com's Page 2 and *ESPN The Magazine*. A former sports reporter for the *Boston Herald*, he founded the award-winning bostonsportsguy.com website in 1997 and was a writer for *Jimmy Kimmel Live*. He commutes between his home in Los Angeles and Fenway Park.

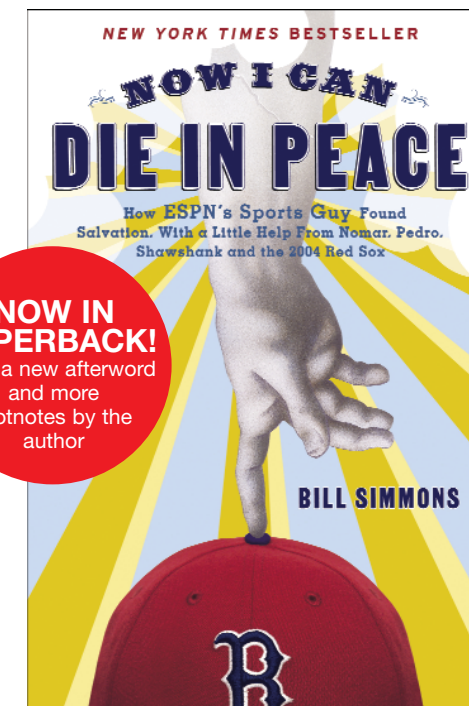
**Attendance at Bill Simmons' signings reached record numbers, with as many as 500 people in Boston and New York.**

## MORE THAN 75,000 COPIES SOLD!

#### Circle the Date

**October 3:** MLB playoffs begin | **October 21:** World Series begins | **November 14:** Curt Schilling's birthday |

**November 18:** David Ortiz's birthday



**NOW IN PAPERBACK!**  
With a new afterword and more footnotes by the author



**September 5, 2006**

ISBN: 1-933060-13-1

Price: \$14.95 (\$19.95 in Can)

Category: Sports/Humor

AFP: 40,000

Release: August 16, 2006

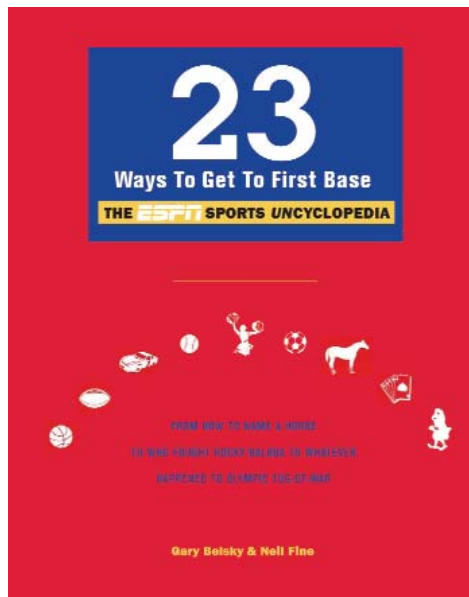
Trim: 6 x 9

Carton Qty: 20

384 pages

US, C, P, OM





# 23 Ways to Get to First Base

The ESPN Sports *Uncyclopedia*  
From How to Name a Horse to Who Fought Rocky Balboa to  
Whatever Happened to Olympic Tug-of-War

Gary Belsky and Neil Fine

Written for the fan who needs to know it all, *23 Ways to Get to First Base* is the first comprehensive collection of on-the-tip-of-your-tongue sports knowledge that's sure to become must-have reading and the ultimate bar-bet referee. *23 Ways to Get to First Base* explores the true operating system of sports, the facts and figures, dates and data that fans think they know or wish they did. It's a one-of-a-kind potpourri of sports information, presented in an entertaining and visually arresting assortment of lists, charts, graphs, time lines, and short narratives, including:

- All eight positions in Abbott & Costello's classic "Who's on First?" routine
- Every sports-related phobia
- The full text of Bill Murray's "Cinderella Story" speech from *Caddyshack*
- The name of every athlete who has guest-starred on *The Simpsons*
- And, of course, the 23 ways a baseball player can safely reach first base

### MARKETING/PUBLICITY

- Promotion on ESPN's "Did You Know?" segments, *Cheap Seats*, and *Stump the Schwab*
- Excerpt in *ESPN The Magazine*
- Ads and promotion in *ESPN The Magazine* and on ESPN.com
- Cross-promotional trivia games on ESPN.com and ESPN Radio
- National radio tour

### ABOUT THE AUTHORS

**Gary Belsky** is an executive editor at *ESPN The Magazine* and the author of several books, including *On Second Thought: 365 of the Worst Promises, Predictions, and Pronouncements Ever Made*. He lives in New York City.

**Neil Fine** is also an executive editor at *ESPN The Magazine*. Along with Belsky, he is one of the co-authors of *Answer Guy: Extinguishing the Burning Questions of Sports With the Water Bucket of Truth*, but he is not as much of a know-it-all.

### Circle the Date

**September 7:** NFL regular season begins | **September 9-10:** U.S. Open tennis tournament finals | **September 14:** Tug-of-War World Outdoor Championships begin | **September 22:** Ryder Cup begins

# The New Gold Standard

Charlie Weis and Notre Dame's Return to Glory

Tim Prister

The Gold Standard—abandoned by most of the world in the 1930s—has been an article of faith in South Bend, Indiana, for almost a century. No college football program has produced more national championships, more All-Americans, or more Heisman Trophy winners than Notre Dame.

But recently, not so much: no national championship since 1988, only one All-American since 1994, and a combined 11-12 record in the 2003 and 2004 seasons. So out went coach Tyrone Willingham and in came Charlie Weis, a 49-year-old Notre Dame grad with no head-coaching experience but four Super Bowl rings as an assistant in the NFL. Weis proved, in a single season, to be a hard-edged football maestro whose brilliant mind, affinity for detail, and uncanny sense of how to motivate people returned the program to its rightful (and historic) place among college football's elite.

*The New Gold Standard* takes you inside a season unique in Fighting Irish history—and inside Weis' master plan for restoring the Gold Standard in South Bend.

### MARKETING/PUBLICITY

- Excerpt and ads in *ESPN The Magazine*
- TV spots on ESPN's *College GameDay*
- Author appearances on *Outside the Lines*, ESPNews, and ABC telecasts of Notre Dame games
- Signings at the College Football Hall of Fame on Notre Dame home-game weekends
- Excerpt and ads on ESPN.com
- Promotion on Rivals.com, NDNation.com, and ND.edu
- Outreach to alumni organizations and ads in alumni magazines

### ABOUT THE AUTHOR

One of the foremost authorities on Notre Dame football, **Tim Prister** has been writing about the Fighting Irish since 1982. A longtime writer and editor for *Blue & Gold Illustrated*, he also covers Notre Dame football and basketball for the *Indianapolis Star* and *Atblon* magazine. He will join IrishIllustrated.com, a site on the Rivals Network, in July. Prister wrote *What It Means to Be Fighting Irish* and co-wrote *The Best of Blue & Gold Illustrated* with football historian Lou Somogyi.



**September 5, 2006**

ISBN: 1-933060-21-2

Price: \$24.95 (\$33.95 in Can)

Category: Sports

AFP: 20,000

Release: August 16, 2006

Trim: 6 1/2 x 9 1/2 (Hardcover)

Carton Qty: 20

272 pages

US, C, P, OM

### Circle the Date

**September 9:** Notre Dame home opener vs. Penn State University | **September 16:** Notre Dame vs. University of Michigan | **November 25:** Notre Dame vs. USC



**October 10, 2006**

**ISBN:** 1-933060-22-0

**Price:** \$19.95 (\$26.95 in Can)

**Category:** Sports

**AFP:** 30,000

**Release:** September 20, 2006

**Trim:** 8.5 x 10.25 (Paperback Original)

**Carton Qty:** 20

150 (color photo-illustrations throughout)

US, C, P, OM

**0:01**

## Parting Shots From the World of Sports

Edited by Steve Wulf

Imagine Joe Paterno as George Bailey in *It's a Wonderful Life*. Or Terrell Owens sitting alone at a table for 11 at Thanksgiving. Or celebrity dogs playing poker. These are some of the humorous images that can be found on 0:01, the back page of every issue of *ESPN The Magazine*. Sometimes satirical, sometimes evocative, always current, these 0:01s chronicle the personalities, events, and cultural touchstones of sports and prove just what a slightly twisted picture is worth.

Organized thematically—headliners, animals, holidays, and more—and with insider information on how the images are designed and created, *0:01* offers as many laughs as it does critiques on the world of sports. And as a bonus, the book will include some 0:00s—shots that the creative team behind *0:01* wish they had made.

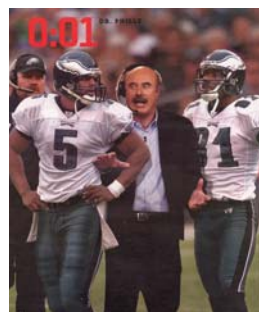
### MARKETING/PUBLICITY

- Ads in *ESPN The Magazine*
- Ads and segments on ESPN.com

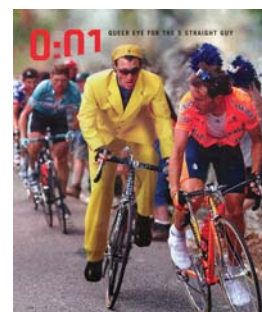
### ABOUT THE AUTHOR

**Steve Wulf** is the co-author (with Daniel Okrent) of the best-seller *Baseball Anecdotes* (Oxford University Press) as well as *I Was Right On Time*, the autobiography of Negro Leagues legend Buck O'Neil. A founding editor of *ESPN The Magazine*, Wulf has also been on the staffs of *Time* and *Sports Illustrated*. He has written for *Entertainment Weekly*, *Life*, *The Wall Street Journal*, and *The Economist*. A father of four, he can often be found watching his kids jump horses, throw fastballs, shoot pucks, and drain three-pointers.

Posters of any 0:01 will be available for purchase. For more information, go to [espnbooks.com](http://espnbooks.com).



Dr. Philly



Queer Eye for the 5 Straight Guy

### Circle the Date

**October 10:** MLB league championships begin | **October 31:** NBA season begins

**Third and a Mile**

## The Trials and Triumphs of the Black Quarterback

William C. Rhoden

Long after Jackie Robinson broke baseball's color barrier, and after Texas Western beat Kentucky to shake up the basketball world, America's African-American quarterbacks found themselves trapped on football's sidelines, unable to play the game they loved unless they moved to wide receiver—or Canada. A collection of voices young and old, William C. Rhoden's *Third and a Mile* chronicles for the first time the heroic struggle to topple the sports world's staunchest racial barrier. Filled with personal anecdotes and firsthand recollections, the book includes testimony from NFL greats such as Warren Moon, Doug Williams, Vince Evans, James Harris, Marlin Briscoe, Donovan McNabb, Steve McNair, Daunte Culpepper, and Michael Vick.

### MARKETING/PUBLICITY

- Book-related TV special on ESPN Classic
- Radio tour featuring the author and the Field Generals
- Excerpt and ads in *ESPN The Magazine*
- Excerpt and ads on ESPN.com
- Giveaways and promotions at the Super Bowl

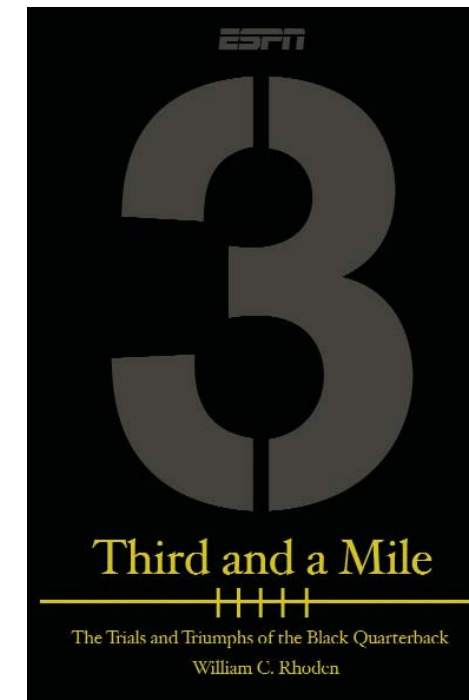
The NFL's first five black QBs—Marlin Briscoe, James Harris, Vince Evans, Warren Moon, and Doug Williams—have agreed to share their stories and to promote this book. They announced the book at their annual press conference at the Super Bowl this past January.

### ABOUT THE AUTHOR

**William C. Rhoden** has written a sports column for *The New York Times* since 1983. Prior to that, he worked at *The Baltimore Sun* and *Ebony* magazine. He is also the author of *Forty Million Dollar Slaves*, which will be published in June. In the late 1960s, he studied black quarterbacks up close as a starting defensive back on Morgan State University's football team. He lives with his wife and daughter in New York.

### Circle the Date

**August 5:** Warren Moon's Hall of Fame induction | **February 1, 2007:** Field Generals' Super Bowl press conference



**October 31, 2006**

**ISBN:** 1-933060-11-5

**Price:** \$24.95 (\$33.95 in Can)

**Category:** Sports

**AFP:** 50,000

**Release:** October 11, 2006

**Trim:** 6 1/8 x 9 1/4 (Hardcover)

**Carton Qty:** 20

304 pages (b/w photo insert)

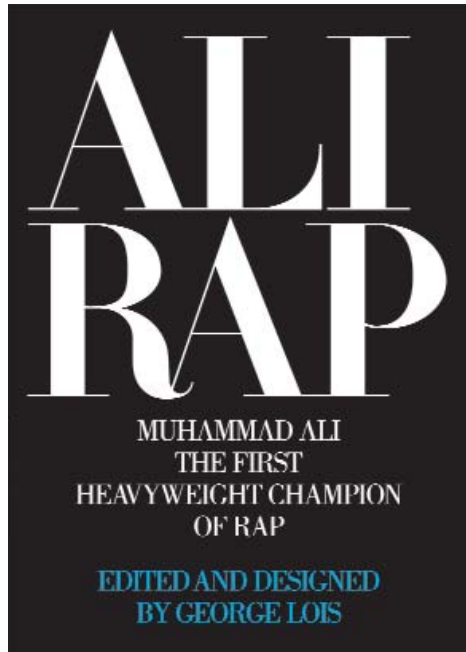
US, C, P, OM

2006

**ESPN BOOKS** [espnbooks.com](http://espnbooks.com)



TASCHEN and ESPN Books



# Ali Rap *Muhammad Ali* *The First Heavyweight Champion of Rap*

Edited and designed by George Lois

Before there was hip-hop, there was Muhammad Ali! *Ali Rap* contains over 300 rap rhythms, wisecracks, and courageous words of inspiration from the mind, heart and soul of the brash, young Cassius Clay as he grew into the magnificent man who is Muhammad Ali. This fresh, first-person book serves as a hilarious and moving autobiography, all powerfully visualized by the provocateur graphic designer George Lois. Now, along with *GOAT—Greatest of All Time*, the biggest book in the world on Muhammad Ali, TASCHEN has published the smallest, *Ali Rap*, with ESPN Books.

### MARKETING/PUBLICITY

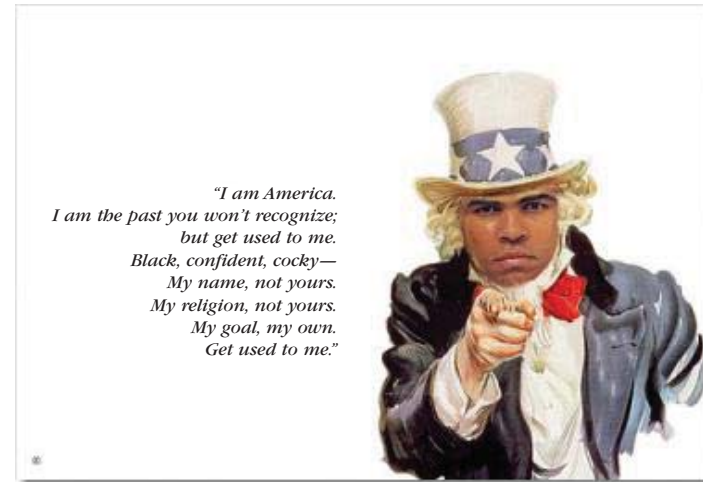
- Two one-hour TV specials on ESPN (Dec. 9, 9-10 p.m. and 10-11 p.m.)
- 30-second vignettes of Ali's most memorable declarations to air Dec. 9, 2006, through Jan. 17, 2007
- Excerpt and ads in *ESPN The Magazine*
- Ali quotes featured on Mobile ESPN, ESPN Motion, and ESPN 360
- Excerpts and ads on ESPN.com
- ESPN Radio giveaways and promotions

### ORDERING INFORMATION

TASCHEN America, L.L.C.  
6671 Sunset Blvd., Suite 1508  
Los Angeles, CA 90028  
Contact: Valerie Davis  
Phone: 323-463-4441  
Fax: 323-463-4442  
[www.taschen.com](http://www.taschen.com)

### Circle the Date

**December 11:** 25th anniversary of Ali's last fight | **January 17, 2007:** Ali's 65th birthday



**November 2, 2006**

ISBN: 3-8228-5156-6

Price: \$24.99 (\$32.99 in Can)

Category: Sports/  
Popular Culture

Trim: 5 1/2 x 7 3/4 (Paperback  
Original)

Carton Qty: 10  
608 pages  
World



# ESPN Ultimate Highlight Reel

## The 365 Wildest, Weirdest, Most Unforgettable SportsCenter Moments of All Time

Includes highlight-packed DVD

Every week for 25 years, ESPN's *SportsCenter* has collected seven days' worth of the most extraordinary plays, controversial calls, last-second miracles, and wackiest fans in action. Each highlight clip is a mini story about a game, a player, a season.

A few of the best of the best: Michael Jordan's takeoff from the foul line in the 1988 slam-dunk competition; Derek Jeter's foul ball dive to help defeat the Red Sox in 2004; Christian Laettner's buzzer-beater against Kentucky in the 1992 NCAA Tournament; Dwight Clark completing The Catch in the 1982 NFC Championship; Brandi Chastain's bra-bearing victory celebration following the 1999 World Cup; and, of course, Dennis Rodman's hair.

You'll find everything that makes *SportsCenter* the first stop and the last word for fans everywhere: razor-sharp commentary, infectious catchphrases, and unrepentant nicknaming. *ESPN Ultimate Highlight Reel* is the first book to bring the nightly excitement of the most popular highlight reels in the world to the printed page.

### MARKETING/PUBLICITY

- Promotion on *SportsCenter* by ESPN personalities and through "Ultimate Highlight Reel" segments
- First serial and ads in *ESPN The Magazine*
- Interactive page on ESPN.com where fans can watch video and buy the book
- Book giveaways on ESPN Radio

### Packaging by Melcher Media

### Circle the Date

**May 6:** Willie Mays turns 75 | **October 18:** Martina Navratilova turns 50 | **October 27:** 20th anniversary of the Mets winning the World Series



**ESPN Ultimate Highlight Reel**  
The 365 Wildest, Weirdest, Most Unforgettable SportsCenter Moments of All Time



**November 7, 2006**

ISBN: 1-933060-21-2

Price: \$29.95 (\$39.95 in Can)

Category: Sports

AFP: 30,000

Release: October 18, 2006

Trim: 9 1/2 x 6 1/2

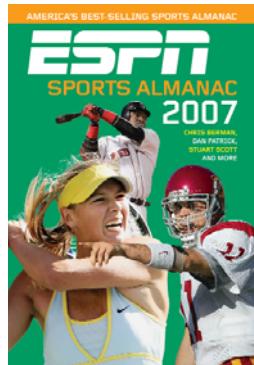
(Hardcover – horizontal –  
printed paper over board)

Carton Qty: 20

384 pages (color photos/  
diagrams throughout)

US, C, P, OM

ISBN: 1-933060-16-6  
Price: \$12.99 (\$17.95 in Can)  
Category: Sports/Reference  
AFP: 75,000  
Pub: November 21, 2006  
Release: November 1, 2006  
Trim: 5 1/8 x 8 (Paperback Original)  
Carton Qty: 20  
960 pages (b/w photos throughout)  
US, C, P, OM



## 2007 ESPN Sports Almanac

If one book could settle every heated sports argument, this would be it. From record-holders to champions, auto racing to the Iditarod, ballparks and business news to last year's dearly departed athletes, the *ESPN Sports Almanac* serves up vital information at a rapid clip: hundreds of photos, thousands of tables, countless facts and figures, plus expert analyses from ESPN's most popular personalities (Chris Berman, Dan Patrick, Linda Cohn, Stuart Scott, Dick Vitale, et al.). Add input from fans via ESPN.com polls and ESPN's unique brand of humor, and it's easy to see why the *ESPN Sports Almanac* is No. 1 in the game.

### MARKETING/PUBLICITY

- Excerpt on ESPN.com
- Ads in *ESPN The Magazine*
- Book giveaways on ESPN Radio
- Online marketing and publicity through ESPN.com

### Circle the Date

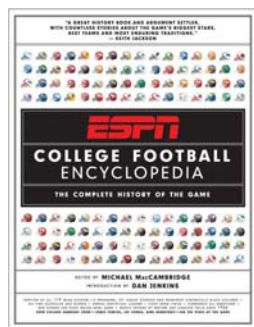
**November 11:** Ford 400 (last leg of Nextel Cup Chase) |  
**January 25, 2007:** Winter X Games begin

Almost 1 million copies of the *Sports Almanac* have been printed since the series debuted in 1998. The 2005 edition sold more than 17,000 copies in its first month on the shelves.

This year ESPN presents 24 pages of new content, including:

- new NASCAR/motorcross section
- new action sports section
- expanded coverage of college football
- more commentary on the business of sports

ISBN: 1-401337-03-1  
Price: \$49.95 (\$67.00 in Can)  
Category: Sports  
AFP: 40,000  
Pub: September 1, 2006  
Release: August 3, 2006  
Trim: 8 3/8 x 10 7/8 (Hardcover)  
Carton Qty: 20  
1,728 pages (16-page insert of 4-color helmet illustrations)  
US, C, P, OM



## ESPN College Football Encyclopedia

From South Bend, Indiana, to Lincoln, Nebraska; Palo Alto, California, to Baton Rouge, Louisiana; Ann Arbor, Michigan, to Tallahassee, Florida, college football attracts the most dedicated fans in all of sports. This book is their Bible—a rich and comprehensive reference guide to the game's history, tradition, and lore.

**MORE THAN 75,000 COPIES SOLD!**

### Circle the Date

**December 10:** Heisman Trophy ceremony

## After Jackie

### Pride, Prejudice, and Baseball's Forgotten Heroes: An Oral History

Cal Fussman

When Jackie Robinson joined the Brooklyn Dodgers in 1947, he forever changed the game of baseball—and America itself. In *After Jackie*, author Cal Fussman traces Robinson's enormous legacy in sports, politics, and the civil rights movement through the men and women who came after him. With moving and intimate interviews with more than 100 former major league players of African-American descent as well as such luminaries as Jimmy Carter, Muhammed Ali, and Walter Cronkite, among others, *After Jackie* recalls the day when one man altered history for so many.

### MARKETING/PUBLICITY

- Book-related editorial on ESPN TV, ESPN Radio, and ESPN.com and in *ESPN The Magazine*
- Ads and excerpts in *ESPN The Magazine*
- Ads and excerpts on ESPN.com
- Joint promotion with the Jackie Robinson Foundation
- National radio tour

*After Jackie* will be the cornerstone of a major, multiplatform ESPN initiative in spring 2007 to commemorate the breaking of the color barrier in sports. Other elements include a multipart, prime-time ESPN special on "The Black Athlete in America," a feature story in *ESPN The Magazine*, and running segments on ESPN Radio and ESPN.com.

### ABOUT THE AUTHOR

Cal Fussman is a contributing editor of *ESPN The Magazine* and *Esquire*, where he has interviewed Jimmy Carter, Robert De Niro, George Steinbrenner, and LeBron James, among many others. A graduate of the Missouri School of Journalism, he lives with his family in Chapel Hill, North Carolina.

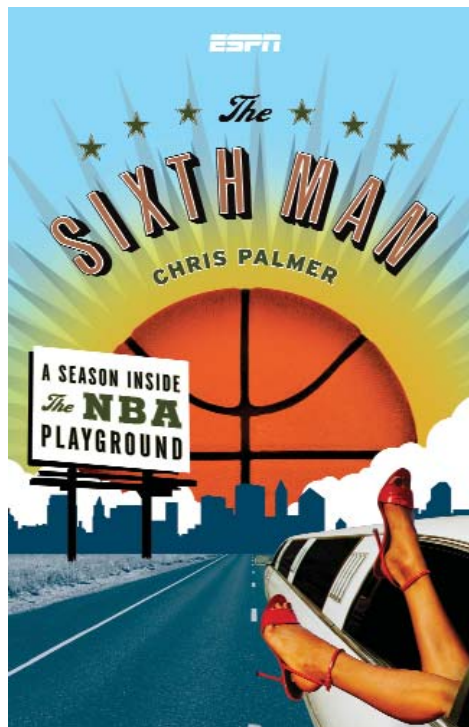
### Circle the Date

**March 5, 2007:** Jackie Robinson Foundation's annual ROBIE Awards | **April 15, 2007:** 60th anniversary of Jackie Robinson's breaking of the color barrier in baseball



**March 6, 2007**  
ISBN: 1-933060-18-2  
Price: \$24.95 (\$33.95 in Can)  
Category: Sports  
AFP: 50,000  
Release: February 14, 2006  
Trim: 6 1/8 x 9 1/4  
(Hardcover)  
Carton Qty: 20  
304 pages  
US, C, P, OM





ISBN: 1-933060-08-5

Price: \$22.95 (\$29.95 in Can)

Category: Sports

AFP: 20,000

Pub: April 2006

Trim: 6 1/8 x 9 1/4 (Hardcover)

Carton Qty: 20

304 pages

US, C, P, OM



## The Sixth Man

### A Season Inside the NBA Playground

Chris Palmer

Much as Cameron Crowe revealed the gritty truth of rock 'n roll stardom in *Almost Famous*, Chris Palmer steps inside the mythic world of the NBA, documenting the privileged lifestyles of five twentysomething millionaires to reveal the soul of the modern athlete. In this chronicle of the 2004-2005 NBA season, Palmer shadows starry-eyed rookie Luol Deng of the Chicago Bulls, charismatic utility man Damon Jones of the Miami Heat, straitlaced veteran Elton Brand of the Los Angeles Clippers, flashy champion Rip Hamilton of the Detroit Pistons, and uncrowned superstar Tracy McGrady of the Houston Rockets. Palmer's fab five open up their closely guarded inner circles, showing off their homes, cars, jewelry, and toys, all the while sharing their hopes, fears, loves, triumphs, and failures. The book includes cameo appearances by Shaquille O'Neal, Kobe Bryant, and LeBron James.

#### MARKETING/PUBLICITY

- *Sixth Man*-related TV programming on ESPN's NBA broadcasts, *NBA 2Night*, and *Quite Frankly With Stephen A. Smith*
- Excerpt in *ESPN The Magazine*
- Ads in *ESPN The Magazine* and on ESPN.com
- Book giveaways on ESPN Radio
- National radio tour

#### ABOUT THE AUTHOR

**Chris Palmer** has traveled the NBA circuit for five years as a staff writer for *ESPN The Magazine*. He is the author of two books, *Wide Open*, the autobiography of Jeremy McGrath, and *Streetball: All the Ballers, Moves, Slams, & Shine*. His left hand is nearly unstoppable.

#### Circle the Date

May 23: NBA draft lottery | June 6 or June 8: NBA Finals begin

## Rules of the Red Rubber Ball

### Find and Sustain Your Life's Work

Kevin Carroll

"An adult's version of Dr. Seuss's *Oh, the Places You'll Go!*" —*Newsweek*

"Kevin's message is simple yet so powerful and inspiring for everyone who reads it."

—Dwayne "The Rock" Johnson

With simple but delightful storytelling, Kevin Carroll channels his childhood passion for sports and play into a universally appealing blueprint for life. Drawing wisdom from the playgrounds of his youth, where he spent hour upon hour sharpening his body and his mind, Carroll shares with his readers his *Rules of the Red Rubber Ball*—how to achieve maximum human potential through the power of passion and creativity.

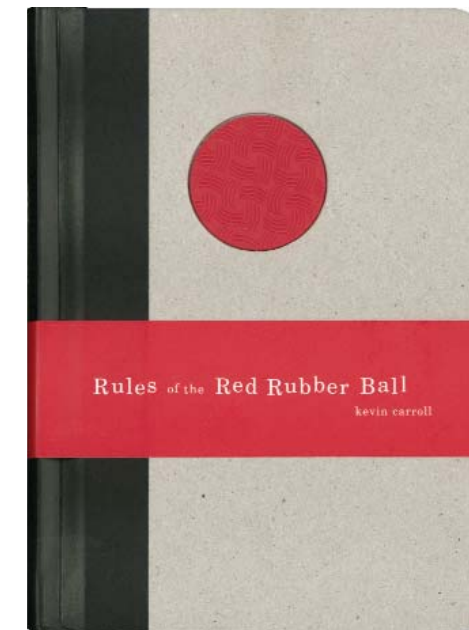
Finding your own "red rubber ball" and chasing it to your heart's content, he argues, is the surest route to peace, prosperity, and happiness. In his years as an athletic trainer and a public speaker, Carroll has transformed his philosophy into seven simple rules that any successful leader will endorse:

- 1) Commit to it
- 2) Seek out encouragers
- 3) Work out your creative muscle
- 4) Prepare to shine
- 5) Speak up
- 6) Expect the unexpected
- 7) Maximize the day

With an award-winning design and color photos throughout, *Rules of the Red Rubber Ball* will inspire the child in everyone for generations to come.

#### ABOUT THE AUTHOR

Founder of the Katalyst Company, **Kevin Carroll** is a motivational speaker who has advised business leaders at Nike, Starbucks, the Discovery Channel, HSBC Bank, Mattel, and Capital One, among many others. Before embarking on the speakers' circuit, he utilized his passion for sports and play as the head athletic trainer for St. Joseph's University, the head athletic trainer for the Philadelphia 76ers, and a motivational adviser for Nike.



ISBN: 1-933060-02-6

Price: \$14.95 (\$19.95 in Can)

Category: Sports

Pub: September 2005

Trim: 4 x 5 1/2 (Hardcover)

Carton Qty: 20

96 pages (color photos throughout)

US, C, P, OM

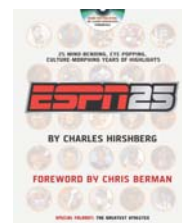


**ESPN 25**

**25 Mind-Bending, Eye-Popping, Culture Morphing Years of Highlights**

Charles Hirshberg, Chris Berman (Foreward)

This engaging and colorful history of the cable show *SportsCenter* makes the case that the sports highlight tape is the central artistic-discursive genre of our time.



ISBN: 1-401337-04-x  
 Price: \$25 (\$35 in Can)  
 Category: Sports  
 Pub: September 2004  
 Trim: 9 x 7 (Hardcover)  
 Carton Qty: 20  
 144 pages  
 US, C, P, OM

**3: The Dale Earnhardt Story**

Introduction by Kenny Mayne

Inspired by the ESPN Original Entertainment movie *3* (starring Barry Pepper as Dale Earnhardt Sr.), which tells the story of the legend's journey from the humble garage behind his childhood home to the sleek driver's seat of his notorious jet-black No. 3 Chevy.



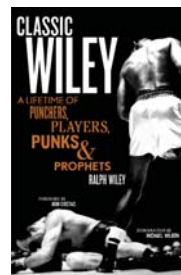
ISBN: 1-401344-43-7  
 Price: \$15.95 (\$22.95 in Can)  
 Category: Sports  
 Pub: November 2004  
 Trim: 6 x 9 (Hardcover)  
 Carton Qty: 20  
 160 pages  
 US, C, P, OM

**Classic Wiley**

**A Lifetime of Punchers, Players, Punks & Prophets**

Ralph Wiley

When Ralph Wiley, a columnist for ESPN.com and a former writer for *Sports Illustrated*, passed away in June 2004, he left behind a rich legacy of writing. This volume brings together Wiley's best columns.



ISBN: 1-933060-01-8  
 Price: \$24.95 (\$33.95 in Can)  
 Category: Sports  
 Pub: June 2005  
 Trim: 6 x 9 (Hardcover)  
 Carton Qty: 20  
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 US, C, P, OM

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**2006-2007 SPORTS CALENDER**

**June 2006**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

9 FIFA World Cup begins | 10 Belmont Stakes | 15 U.S. Open Golf Championship begins | 26 Wimbledon begins | 28 NBA draft | 29 U.S. Women's Open Golf Championship begins

**July 2006**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

11 MLB All-Star Game | 12 ESPY Awards | 20 British Open Golf Championship begins | 30 Baseball Hall of Fame induction

**August 2006**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

3 Summer X Games begin | 6 NFL preseason begins | 28 U.S. Open Tennis Championships begins

**September 2006**

S	M	T	W	T	F	S
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23	24	25	26	27	28	29
30						

7 NFL regular season begins | 11 First Monday Night Football game on ESPN | 17 NASCAR's Chase for the Nextel Cup begins | 22 Davis Cup Tennis semifinals begins | 22 Ryder Cup begins

**October 2006**

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22	23	24	25	26	27	28
29	30	31				

3 MLB Playoffs begin | 21 World Series begins | 31 NBA regular season begins

**November 2006**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30		

4 Breeders' Cup World Championships | 23 NFL Thanksgiving Day games

**December 2006**

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					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

8 Pro men's and women's surfing championships begin | 9 Heisman Trophy Ceremony

**January 2007**

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1 Rose Bowl & Fiesta Bowl | 2 Orange Bowl | 3 Sugar Bowl | 6 NFL playoffs begin | 8 BCS Championship Game | 25 Winter X Games XI begins

**February 2007**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

4 Super Bowl | 10 NFL Pro Bowl | 16 NBA All-Star Weekend | 18 Daytona 500

**March 2007**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

11 NCAA Basketball Selection Sunday | 13 NCAA Men's March Madness opening round | 17 NCAA Women's March Madness opening round | 31 NCAA Men's Basketball Final Four

**April 2007**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1 NCAA Women's Basketball Final Four | 5 NCAA Men's Ice Hockey Frozen Four | 5 Masters Golf Tournament begins | 21 NBA playoffs begin | 28 NFL Draft

**May 2007**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

5 Kentucky Derby | 19 Preakness Stakes | 22 Senior PGA Championship begins | 27 Indianapolis 500