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Mitchell & Ness Outfits *Sports Illustrated's* MLB "Dream Team"

(PHILADELPHIA, PA) October 3, 2006: Babe Ruth, Ty Cobb, and Mike Schmidt standing together, in uniform? Through the marvels of digital technology and Mitchell & Ness' authentic replica uniforms, *Sports Illustrated* has created an image of the 28 players and coaches – all at their prime ages and sizes – who are their picks for an MLB All-Time All-Star team. This legendary photo is a center foldout in their new hardcover *Sports Illustrated: The Baseball Book*, which hits bookstores soon and is available now for pre-order on Amazon.com.

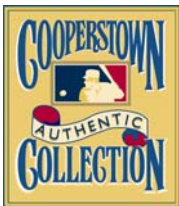
We won't reveal the entire lineup, but fans will also get to see the Dream Team photo on the cover of the October 9 issue of *Sports Illustrated* magazine, which hits newsstands this week.

SI called upon Mitchell & Ness to provide the uniforms – jerseys, pants, and jackets – to recreate each person's appearance as they would have looked at the time they played. "This project epitomizes what Mitchell & Ness Nostalgia Company is all about," states Peter Capolino, owner and President. "Our company has outfitted many teams over the years, and the wool flannel baseball shirts mark the roots of our jersey business and really are our signature product. We strive to recreate the history of baseball every day, and this collaboration was a perfect fit."

About Mitchell & Ness

Founded as a golf and tennis company in 1904, Mitchell & Ness in 1933 began making pro uniforms for the Philadelphia Eagles, Athletics, and Phillies. In 1988 the company began its Nostalgia division to recreate all of the jerseys significant to the history of professional sports in the USA. As **the** pioneer in this field, Mitchell & Ness is known worldwide for top-quality authentic throwbacks. With exclusive licenses from the NBA, NFL, NHL, and MLB, Mitchell & Ness offers over 1600 authentic styles representing player jerseys, warm-ups, and heavy-weight jackets. Headquartered in Philadelphia, PA, Mitchell & Ness has been "Defining Authentic" for over 100 years. For more information, visit www.mitchellandness.com.

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Sports Illustrated



A TEAM FOR

ALL TIME



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OCTOBER 9, 2006 www.SI.com
AOL Keyword: Sports Illustrated