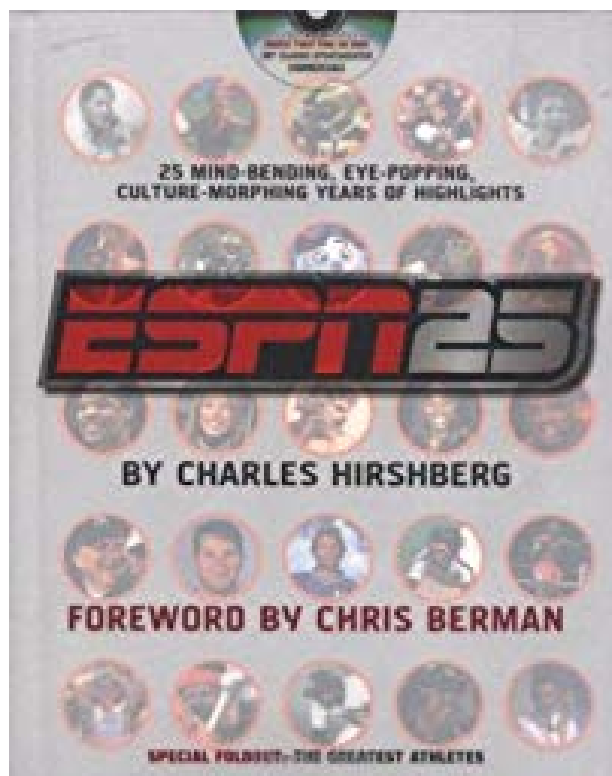


ESPN 25: 25 Mind-Bending, Eye-Popping, Culture-Morphing Years of Highlights



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When ESPN went on the air in September 1979, the company believed that there was room on television for dedicated sports programming. At the time, sports programming was considered a risk, and ESPN a maverick. Twenty-five years later, ESPN is the leader in sports, influencing the way we think about sports, the way the media covers sports, and how we perceive athletes. ESPN has grown from one cable station into a sports empire. ESPN25, the book, celebrates the people behind ESPN, the sports they cover, the athletes that play their hearts out, and, of course, the fans who care. The book includes the Best and Worst of Everything in Sports Over the Past 25 Years, an illustrated foldout of the Top 35 Athletes of the Past 25 years, the funniest sports quotes of the past 25 years, the DVD, an intro by Berman, Chuck's essay on the Highlights Culture and how it has changed the world of sports over the past 25 years.

Bound into the book is a free DVD containing the ever popular, and now classic, ESPN SportsCenter commercials. Beginning in May '04 and running through September '04, ESPN will feature special 25th Anniversary programming, including television and radio specials, magazine features, and website contests.

Perfect for both the serious and casual sports fan, ESPN25 relives some of the greatest moments in sports on each and every page.