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Mascot Books and Kenny Stabler Team Up for Alabama Kids Book

New York, NY (October 10, 2006)—Mascot Books, Inc., the leading publisher of children’s sports books, has teamed up with the University of Alabama to produce *Roll Tide!* by Kenny Stabler. Part of a series of high-quality children’s books geared toward young—and young at heart—fans, *Roll Tide!* shares the sights and sounds of game day as captured by Stabler, with illustrations by Miguel De Angel. *Roll Tide!* can be purchased for \$17.95 wherever books are sold and at www.mascotbooks.com.

“Featuring Alabama’s beautiful campus, game day traditions and mascot Big Al, *Roll Tide!* touches upon the heart and soul of Alabama while encouraging school spirit in its youngest fans,” says Mascot Books founder and president Aimee Aryal.

Roll Tide! is expected to be one of the hottest selling children’s books in Alabama this holiday season. “We created Mascot Books to fill a void in the sports market: books for kids featuring their favorite sports teams and personalities,” said Aryal.

Kenny “The Snake” Stabler began his illustrious football career with the University of Alabama under famed Coach Paul Bryant. The legendary All-America quarterback went on to spend 10 seasons with the Oakland Raiders, leading them to victory in Super Bowl XI. Stabler also played for the Houston Oilers and the New Orleans Saints before retiring in 1984 with one of the highest completion percentages of all time. Stabler has since returned to Alabama, and currently serves as part of the University of Alabama radio broadcast crew.

Founded in 2003 after Aimee Aryal recognized a void in the sports market—children’s books—Mascot Books has become a mainstay in sports publishing, reaching fans of all ages and selling 300,000 books. Partnerships with Major League Baseball, the National Basketball Association, the National Hockey League and top NCAA teams have bolstered its roster, which now includes nearly 60 publications. Its full product line, including a series focusing on the importance of good sportsmanship, can be found at all major bookstores and at www.mascotbooks.com.

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