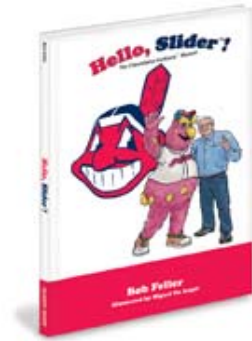


FOR IMMEDIATE RELEASE

Contacts:
Julia Monti
The Rosen Group
julia@rosengrouppr.com
212.255.8455 x233



Mascot Books and Bob Feller Slide into Home with Indians Kids' Book

New York, NY—Mascot Books, Inc., the leading publisher of children's sports books in the nation, has teamed up with Major League Baseball and the Cleveland Indians to produce *Hello, Slider!* by Bob Feller. Part of a series of high-quality children's books geared toward young—and young at heart—fans, *Hello, Slider!* features the sights and sounds of game day as captured by famed pitcher Feller, with illustrations by Miguel de Angel. *Hello, Slider!* can be purchased for \$14.95 wherever books are sold and at www.mascotbooks.com.

"Featuring the team's beloved mascot and much more, *Hello, Slider!* depicts the passion and tradition of the Indians while fostering the love of the game in its youngest fans," says Mascot Books founder and president Aimee Aryal.

"We created Mascot Books to fill a void in the sports market: books for kids featuring their favorite sports teams and personalities," said Aryal. "Midwesterners have great regional pride, and that extends to their many hometown sports teams. In response to growing demand, we offer books on Ohio State, University of Michigan, Michigan State, Penn State, West Virginia University, the Chicago Cubs and many, many other teams."

Bob Feller, known as "The Heater from Van Meter," was one of the game's great pitchers, and led the American League in strikeouts seven times. During his 18 years with the Indians, Feller claimed 2,581 strikeouts and 266 victories for the team. Feller retired from baseball in 1956 and was elected to the Baseball Hall of Fame in 1962.

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 700,000 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 80 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.