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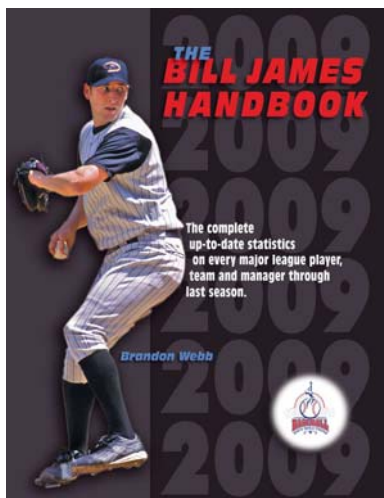
ACTA Publications

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**The *First* Baseball Stats Annual Each Year.
The *Best* Minds Developing New Statistical Categories.
The *Most* Comprehensive Content Available.**

The most essential annual published for the baseball fan.

—Rob Neyer, ESPN.com



Welcome to November. Around here, we call it “Bill James Time” because now we can finally get down to the stats, analyze the unexpected successes (who saw the Rays, Dodgers or White Sox coming?), and look back at the meltdowns (it’ll be a cold offseason in Detroit and Seattle). More than any other resource, knowledgeable fans, fantasy players, and baseball professionals turn to **THE BILL JAMES HANDBOOK**—a comprehensive collection of baseball stats to help understand the 2008 season.

New features in **THE BILL JAMES HANDBOOK 2009** (ACTA Sports, \$23.95) include a summary of career postseason stats through 2007 and an entirely new section on relief pitching written by Bill James called “The 21st Century Bullpen.” With the rapid evolution and greater specialization of today’s pitching staffs, Bill James and the experts at Baseball Info Solutions realized that the usual suspects of pitching stats only tell a small part of the story and often don’t reveal how effective or ineffective a reliever really is. Using 21 categories, from the good ol’ ERA and Saves to new metrics like Inherited Runners, Tough Saves, Clean Outings, and Blown Save Wins (BS Wins), they are trying to stretch the record book to cover more of the modern bullpen.

THE BILL JAMES HANDBOOK 2009 is the most complete baseball reference book available today—full of stats, registers, projections and answers to even the most persnickety statistical questions about every player in the major leagues based on the just-completed 2008 season. Check out the Handbook for:

- **New**—Relief Pitching
- **Exclusive**—Fielding Bible Awards
- **First Time**—Career Postseason Stats
- Manufactured Runs Analysis
- Baserunning Analysis
- Player Career Register
- Fielding Statistics
- Team Statistics
- Career Targets
- Hitter Projections
- Pitcher Projections
- Win Shares

This book contains everything a baseball fan, scout, reporter, broadcaster, or General Manager needs to break down 2008 and look forward to 2009.

Mr. James, the statistical oracle.

—The Wall Street Journal

For the seventh year in a row, **THE BILL JAMES HANDBOOK** is a frontrunner, not only in presenting ground-breaking statistical analysis in a user-friendly format, but also in being the first baseball annual available after the season ends. A staple in front offices throughout the major leagues and among analysts and sportscasters, this book is also as coveted by the hardcore fantasy-league baseball owner as it is by the sports fan who just wants to find out what happened to his favorite player. It is a must-have for every fan of the game and answers the burning questions from the season that was 2008.

ABOUT THE AUTHOR

Over the last 30 years, Bill James has become part of the fabric of Major League Baseball. As a writer, statistician and advisor, James has changed the way we view the game on the field, in the stands, in the press box, and in the front office. There are few other members of the baseball community that have had this much impact on the game. James was honored as one of *Time* magazine's 2006 "Time 100: The People Who Shape Our World" and was on CBS News' *60 Minutes* in March 2008. He is currently the Senior Baseball Operations Advisor for the Boston Red Sox.

The prize of our winter hibernation.

—Peter Gammons, ESPN Baseball Analyst

Bill James will be available for phone interviews upon the release of the book. For more information on **THE BILL JAMES HANDBOOK** and/or to schedule an interview with Bill James, please contact Andrew Yankech at 847-676-2282 or ayankech@actapublications.com.

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