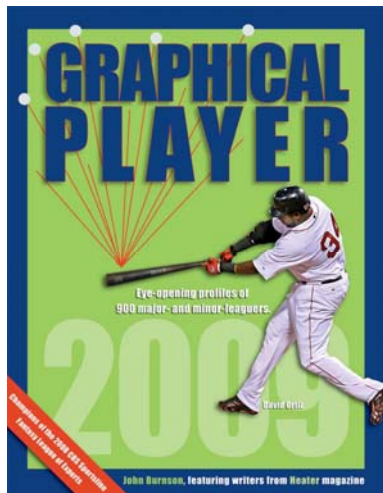


The Next Generation in Fantasy Baseball Has Arrived New Book Offers a Visual Approach to Baseball Analysis



“This book is pure gold.”

—ThePastime.net

In *Graphical Player 2009*, John Burnson and his crew from *Heater* magazine, champions of the 2008 CBS Sportsline Fantasy League of Experts, present the information fans need to win their fantasy leagues in the simplest and most natural way: *visually*. For decades, baseball statistical analysis has been limited to long, hard-to-follow columns of numbers, leaving bewildered readers to pick out the trends. With its revolutionary, at-a-glance “dashboards,” the *Graphical Player 2009* makes it easy to see who’s moving up, who’s moving down, and who’s moving out.

Many of the other resources available for fantasy baseball players focus too narrowly on minor issues, offering at best a *tactical* advantage.

Graphical Player 2009 offers readers a big picture, *strategic* advantage over their competitors. With over 900 ballplayers from both the majors and the minors, chosen expressly for their potential impact in 2009 and their interest to fantasy players, key features in *Graphical Player 2009* include:

- Three years of daily trends, including time spent in Triple-A and Double-A
- Forecasts from MINER, a system that factors in not only the majors but also all levels of the minors and plots a player’s path from here to 2011
- WOW Factors drive home how values tail off by position
- Support for both points leagues and keeper leagues
- Player commentary by dedicated team experts who saw every at-bat and dissected every play
- New approaches to measuring defense, fantasy value, stolen base potential and more

And then there’s the Graphical Organizations. In this section John Burnson surveys the resources of all thirty MLB teams, including their minor-league components, to determine where a team’s strengths lie, which teams are aging, which teams are forking over dollars (and what they are getting for their cash), and which teams have promising batches of rookies. Team talent is broken down by infield, outfield and pitching.

"Somebody should call Topps and Fleer, because these are the pictures that should be on the backs of their cards."

—BallsSticksStuff.com

"Takes baseball stats to a new dimension! So useful that I wondered why nobody had done this before."

—BaseballThinkFactory.com

JOHN BURNSON is the publisher of *Heater* magazine, a weekly baseball magazine now in its fourth year. For nine years he wrote for BaseballHQ, where he invented the versions of xERA and xBA that are still used there today.

Copies will be available from booksellers nationwide, online, and directly from the publisher at www.actasports.com.

For more information about *Graphical Player 2009*, or to schedule interviews with John Burnson, please contact **Andrew Yankech**, ACTA Sports, via email at ayankech@actapublications.com or by calling **800.397.2282**.

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