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► **Front Page****Steiner Holds MLB All-Star Memorabilia Auction**
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Steiner Sports is holding an auction which includes authentic autographed memorabilia from some of the biggest names appearing in the 2001 Major League Baseball All Star Game.



The auction, hosted on eBay.com through ESPN.com, runs from July 9th-16th.

Fans can bid on signed jerseys, bats, balls and photos of memorable moments from players such as All-Star Game MVP Cal Ripken Jr., Derek Jeter, Sammy Sosa and Tony Gwynn and many more. Each item has been authenticated by Steiner Sports, a leader in sports memorabilia, and comes with a certificate of authenticity.

"This is one of the most exciting auctions we've ever conducted," said Brandon Steiner, Chairman of Steiner Sports. "Fans and collectors have the chance to bid on memorabilia signed by the game's greatest players, including several future Hall of Famers. It's a once in a lifetime opportunity."

Steiner Sports is an official licensee of Major League Baseball.

To log on to the auction go to : <http://shop.espn.go.com/shop/> or <http://members.ebay.com/aboutme/buenavistaauctions/>

In other Steiner Sports news, the company announced yesterday that Milwaukee Brewers star rookie pitcher and Olympic Gold Medalist Ben Sheets has been added to its impressive list of exclusive athletes- a team that already includes headliners such as Derek Jeter, Mark Messier, Dave Winfield and Mia Hamm.

The deal is reportedly an exclusive one-year agreement, whereas Steiner will be the sole provider of all Ben Sheets hand-signed collectibles, including items such as baseballs, photos, jerseys and other authentic memorabilia.

"Ben is one of the young premiere pitchers and his addition continues to give us stronger distribution in the Midwest," said Steiner's Sports Chairman Brandon Steiner. "We now have another great 'Catch the Moment' photograph from when he won the gold medal and we feel they'll be many more great 'Moments' for him through his career."

Steiner Sports merchandise can be found online at www.steinersports.com.