

THE PRICE OF AN APOLOGY

In his autobiography in 2004, Pete Rose finally admitted that he bet on baseball games while employed as manager of the Cincinnati Reds—an infraction that produced a lifetime ban from the sport in 1989. Rose's admission of guilt came after denying any wrongdoing for almost 15 years.

And he has not stopped confessing, either according to the Associated Press. In September of 2006, he began using his website to personally apologize to each of the fans he had failed or offended. In fact, for only \$299 (plus \$4.95 shipping handling), Pete Rose will send you an autographed baseball that reads, "I'm sorry I bet on baseball."

The marketing copy on the website says: "Now you can get the baseball collectible everyone's talking about—Pete Rose's personal apology for betting on baseball, newly inscribed on an actual baseball—at a fantastic price."