



SYNOPSIS A college freshman suspects there is something sinister about the prestigious sorority to which she decided to pledge. She comes to find out that there is a mystery surrounding the disappearance of a pledge from the previous year. Too many questions and strange happenings add quite a twist to this tale.

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NEW RELEASE: **LIFETIME MOVIE**

THE HAUNTING OF SORORITY ROW

Unlock this prestigious sorority's deep, dark secret

- Leighton Meester (*Gossip Girl*) stars in this top rated Lifetime thriller that will have viewers on the edge of their seats!
- A fan-favorite genre with releases like *Sorority Row* (nearly 75K units shipped) and the new ABC series *Pretty Little Liars* (starring Lucy Hale, *The Sisterhood of the Traveling Pants 2*) premiering this summer.
- Impulse-buy priced at \$14.95 SRP—a great addition to any scary movie collection and perfect for Halloween set-ups.
- Social media and marketing will target Leighton Meester fans—over 400K on Twitter and nearly 20K on Facebook, horror film fans, and Halloween themed trending and topics as well as giveaways and promotions.

PRODUCT INFORMATION

SRP: \$14.95 U.S.
FORMAT: Single
PACKAGING: Amaray
LENGTH: 88 min
GENRE: Drama
YEAR: 2007

LANGUAGE: English
COLOR: Color
WIDESCREEN: No
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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