

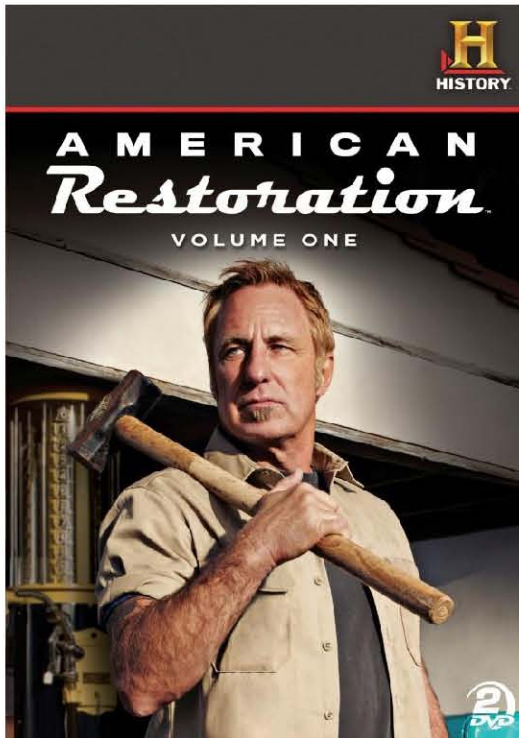
PREORDER OCT 18 RELEASE NOV 15

NEW RELEASE: HISTORY

AMERICAN RESTORATION: VOLUME ONE

Get your hands dirty with antique restorations in this Pawn Stars spinoff!

- Spinoff from HISTORY's ratings blockbuster series *Pawn Stars*, which has been seen by over 220 million viewers.
- Rick Dale reveals the history and value of antique items and shows how his family business restores them to look better than ever.
- Premiered to 3.8 million viewers and continues to attract over 3 million viewers each week.
- Timed to street when new episodes are airing.
- Multi-million campaign: 60 million estimated impressions
 - Print, TV, Radio and online ads
 - Aggressive social media marketing, including outreach to blogs, fan sites, and exclusive clip offerings.
 - PR campaign targeting entertainment, news, and pop-culture magazines



SYNOPSIS One of *Pawn Stars*' most popular experts Rick Dale runs Las Vegas based Rick's Restorations, a family business that finds, restores and upcycles cool objects ranging from Cadillacs to Coke Machines. On *Pawn Stars*, he's restored everything from barber chairs to a 1937 gas pump. The before and after reveals of his work are always highlights on *Pawn Stars*, in part because of the history nuggets Rick Dale shares about each object, including where, when and why they were invented, who used them and how fixing or transforming them changes their value.

PRODUCT INFORMATION

Bonus Features: TK

SRP: \$19.95 U.S., \$22.95 CAN
 FORMAT: 2-pack
 PACKAGING: Swing Amaray
 LENGTH: Approx. 7 hours, 32 mins.
 GENRE: Reality TV
 YEAR: 2011

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

COMP TITLES



AMERICAN
CHOPPER, SEASON
ONE



PAWN STARS,
SEASON ONE

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