

LIFETIME HOLIDAY FAVORITES: HOME BY CHRISTMAS & HOLIDAY SWITCH

Best-selling holiday favorites, now available as a value-priced double feature!

- *Holiday Switch* is a holiday treat—when Paula (Nicole Eggert, *Baywatch*) makes a Christmas wish to marry her wealthy high school sweetheart and leave her family behind, she finds the grass is not always greener on the other side.
- *Home By Christmas* is an inspiring movie about one woman's struggle to overcome all obstacles—starring Linda Hamilton (*The Terminator*).
- These 2010 best-sellers are now combined for twice the value.
- Perfect for holiday gift-giving and great for all holiday promotions!
- Marketing outreach includes: 50 million estimated impressions
 - National TV ad campaign including Lifetime, Hallmark, OWN, and Oxygen
 - Targeted Facebook and online banner ad campaign
 - Holiday gift guide outreach
 - Website and blog reviews and giveaways (*Entertainment Weekly*, *People*, *Examiner*)

PRODUCT INFORMATION

SRP: \$19.95 SRP
 FORMAT: 2-PK
 PACKAGING: Swing Amaray
 LENGTH: 172 min.
 GENRE: Drama
 YEAR: 2005/2007

LANGUAGE: English
 COLOR: Yes
 WIDESCREEN: Yes
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

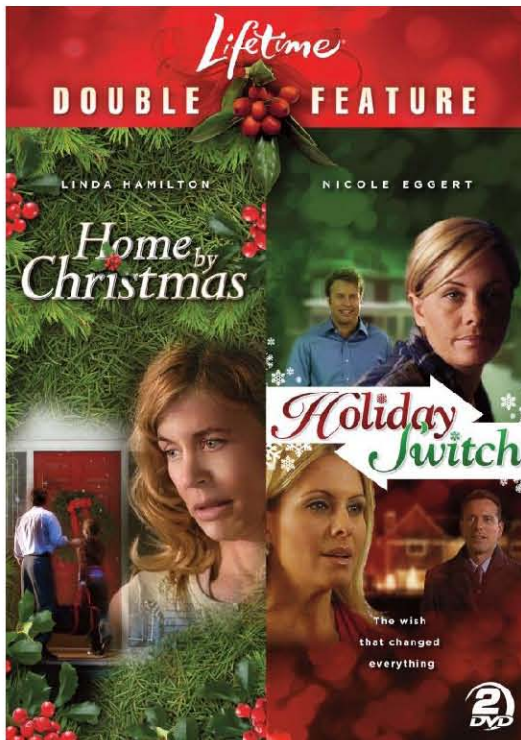
COMP TITLES



HOME FOR THE
HOLIDAYS



CHRISTMAS
BOX/TIMEPIECE
2PK



SYNOPSIS HOME BY CHRISTMAS, Julia Bedford is a dedicated homemaker whose world is rocked when in her divorce; she is left with next to nothing. When Julia finally hits rock bottom and finds herself living in her car, she decides to begin her comeback and ultimately discovers what is really valuable in life.

In **HOLIDAY SWITCH**, a week before Christmas, Paula finds herself struggling with bills and life with her blue-collar husband Gary and her two daughters. When Nick, her high school boyfriend returns to town, a wealthy art gallery owner, Paula wonders if she made the wrong decision when she took the wrong date to the prom.