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**NEW RELEASE: HISTORY™**

# HOW THE EARTH WAS MADE BLU-RAY

*The classic HISTORY special comes to stunning Blu-ray just in time for the new series broadcast*

- Witness the groundbreaking special effects and awe-inspiring locations on glorious Blu-Ray.
- Release timed to the broadcast finale of the eagerly-anticipated *How the Earth Was Made* series, promoted by the network's major marketing and advertising push, including TV & radio spots, online banners, and outreach to home theater enthusiasts and fans of the show via email blasts, social marketing, fan contests, viral clip postings.
- This visually stunning documentary takes viewers around the globe to the frozen wastes of the Arctic Circle, the furnace of the North African coast, and beyond.
- Aggressive PR campaign includes a variety of media, in particular men's lifestyle and science-related publications, as well as home theater enthusiast magazines and forums.

**SYNOPSIS** HISTORY™ journeys back in time to show the creation of Earth's land masses, the birth of the first complex creatures, and devastating extinctions--before speculating on the future when all life becomes extinct. Now for the first time in stunning Blu-ray high-definition

## PRODUCT INFORMATION

SRP: \$29.95, \$34.95 CAN  
 FORMAT: Single  
 PACKAGING: Blu-ray case  
 LENGTH: Approx. 94 mins. Plus extras  
 GENRE: Documentary  
 YEAR: 2007

COLOR: Color  
 WIDESCREEN: Yes  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: 30

## RELATED & RECOMMENDED



**The Universe:  
Season 1  
Blu-ray**



**Ice Road Truckers:  
Season 1  
Blu-ray**

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