



SYNOPSIS Just when you thought trucking couldn't get more dangerous...the new season of *Ice Road Truckers* is back! The Ice Road Truckers return to Alaska, hauling their biggest loads ever across the most dangerous terrain they've faced. But this year, trucking critically needed cargo north to the oil fields of Prudhoe Bay is just the beginning. The drivers will tackle frozen rivers and swamps out beyond the Dalton Highway, hauling supplies to some of the most remote towns of the Great White North.

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NEW RELEASE: HISTORY™

ICE ROAD TRUCKERS: THE COMPLETE SEASON FOUR (BD & DVD)

The #1 History series is back and more dangerous than ever

- Now more popular than ever, top SEASON FOUR episodes reached over 3.5MM viewers and the series cumulative audience is nearly 150MM viewers.
- For the first time, the DVD and Blu-ray of the #1 series on HISTORY will be released day and date.
- ICE ROAD TRUCKERS is a best-selling franchise supported by a multi-million dollar advertising campaign including print, outdoor, TV and online media.
- National commercials for the DVD set will run during the month of street in over 100 million homes, along with an extensive on-line marketing initiatives such as a viral widget and online contests and blogger giveaways.
- Aggressive PR outreach will include radio promotions in the top 10 markets and reviews in over 25 newsweeklies, adventure and men's lifestyle publications.

BLU-RAY INFORMATION

BONUS FEATURES: Additional Footage

SRP: \$49.95, \$56.95 CAN
FORMAT: 4-pk
PACKAGING: Swing
LENGTH: 12 hrs. + extras
GENRE: Reality
YEAR: 2010

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

DVD INFORMATION

BONUS FEATURES: Additional Footage

SRP: \$39.95, \$44.95 CAN
FORMAT: 4-pk
PACKAGING: Thin-pks
LENGTH: 12 hrs. + extras
GENRE: Reality
YEAR: 2010

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

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