

PREORDER **AUG 2** RELEASE **AUG 30**

NEW RELEASE: HISTORY

ONLY IN AMERICA WITH LARRY THE CABLE GUY: VOLUME 1

It's time to "Git-R-Done" with the release of the superstar comedian's hit series

- Larry the Cable Guy is a comedy sensation!
 - 7 comedy albums (3 are certified gold by the RIAA)
 - 3 Blue Collar Comedy Tour-related movies and *Larry the Cable Guy: Health Inspector*, *Delta Farce*, and *Witless Protection*
 - Voice of Mater in the Disney/Pixar films *Cars* and the upcoming *Cars 2*
- Watch as Larry takes a zany spin around the U.S. From sea to shining sea, Larry's signature persona spotlights offbeat America with stories of real history and showcases a country full of down-home fun.
- Premiered to over 4 million viewers – one of HISTORY's biggest debuts ever.
- Released timed to a new batch of episodes airing on HISTORY.
- Support includes
 - Superbowl spot (over 111MM viewers)
 - Tagged spots on HISTORY, Spike, FX, TNT and others (10MM imps)
 - Digital consumer campaign utilizing keyword and Facebook targeting (4MM imps)
 - A major social media campaign targeting Larry fan pages, blogs and related sites (10MM imps)

PRODUCT INFORMATION

SRP: \$19.95, SRP, \$22.95 CAN
 FORMAT: 2-pk
 PACKAGING: swing
 LENGTH: TBD
 GENRE: Reality
 YEAR: 2011

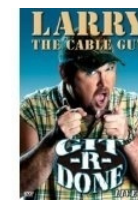
COLOR: Yes
 WIDESCREEN: No
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

CAT NO. AAAE249100 UPC 7-33961-24910-1 ISBN 1-4229-4240-6

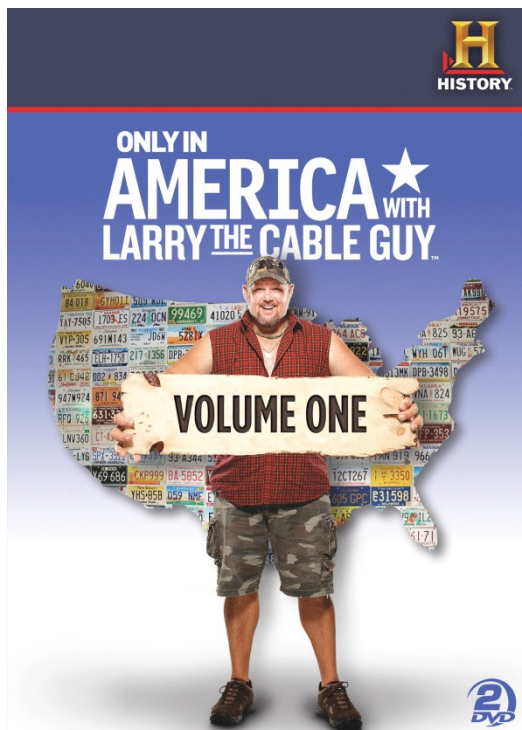
COMP TITLES



HEALTH INSPECTOR



GIT-R-DONE



SYNOPSIS HISTORY breaks comedic ground as Larry the Cable Guy takes a zany spin around the U.S. From the Oregon Trail to the Grand Canyon, from crossing the Delaware to searching for California's gold, Larry's signature persona delivers offbeat America, with stories of real history and loads of down-home fun. Larry "gits-r-done," as he visits iconic sites, engaging people along the way. Only in America with Larry the Cable Guy brings fun-loving "country" to an historic level.

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