



SYNOPSIS PALE FORCE is a hilarious series of animated shorts starring Jim Gaffigan (*My Boys*) that appeared on *Late Night with Conan O'Brien*. Drawn by New Yorker cartoonist Paul Noth, the series features Gaffigan and O'Brien as a pasty crime-fighting duo whose powers lie in their extreme paleness. O'Brien, an incompetent weakling, always relies on Gaffigan to save him. Included on the DVD are Gaffigan's appearances on *Late Night* where he would introduce the clips and spar with O'Brien about them.

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PALE FORCE

These hilarious animated shorts star Jim Gaffigan fighting crime with Conan O'Brien

- As a regular guest, Gaffigan introduced clips from the Daytime Emmy®-nominated PALE FORCE episodes on *Late Night with Conan O'Brien* and sparred with O'Brien, who always took offense at how he was portrayed in the animation.
- A successful stand-up comedian whose special *Beyond the Pale* sold over 150K copies on DVD, Gaffigan has over 100K followers on Twitter, is a featured cast member on the TBS series *My Boys*, and appeared in the recent film *Away We Go*.
- With his recent ascension to *The Tonight Show* throne, Conan O'Brien's profile is higher than ever.
- The DVD features over 75 minutes of bonus material including Gaffigan's related appearances on *Late Night with Conan O'Brien* and exclusive making-of features.
- Marketing outreach will target fans of Gaffigan and O'Brien online and through Gaffigan's comedy tours, presence on NBC.com, and potential promotion on *The Tonight Show*.
- PR campaign will target pop culture and comedy outlets (*Entertainment Weekly*, *NationalLampoon.com*), as well as the *New Yorker*, leveraging Gaffigan availability.

PRODUCT INFORMATION

Prebook: Oct 27

Release: Nov 17

DVD FEATURES: Making-of scenes; Gaffigan's appearances with O'Brien on *Late Night*

SRP: \$14.95 U.S., \$16.95 CAN

FORMAT: Single

PACKAGING: Standard Amaray

LENGTH: Approx. 84 mins. + extras

GENRE: Animation/Comedy

YEAR: 2008

LANGUAGE: English

COLOR: Yes

WIDESCREEN: No

UNITS PER CARTON: 30

CAT NO. NNVG196841

UPC 7-67685-19684-7

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