

PREORDER **APR 26** RELEASE **MAY 24**

NEW RELEASE: HISTORY™

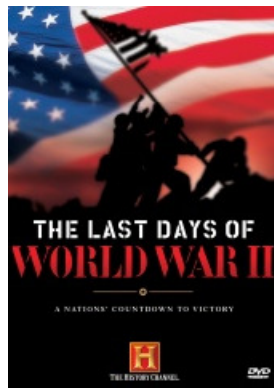
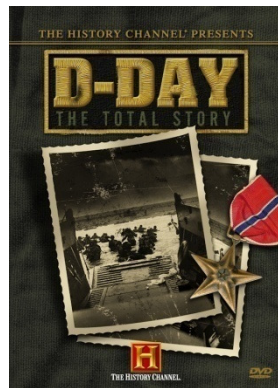
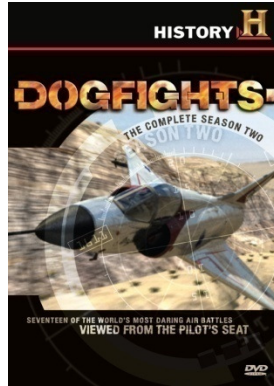
DOGFIGHTS SEASONS 1&2

D-DAY THE TOTAL STORY

LAST DAYS OF WWII

Reinvigorate sales with these refreshed WWII collections

- Release timed for Memorial Day and Father's Day promotions.
- 4 top-selling sets now available in new slim packaging and repriced with a savings of **20% or more off** the original SRPs.
- WWII is a top-selling HISTORY genre.
- Releases supported by an online ad word campaign (**1MM impressions**), aggressive PR outreach to entertainment publications, and daily news papers surrounding Memorial Day and Father's Day.



DOGFIGHTS SEASON 1

SRP: \$34.95 U.S., \$39.95 CAN
 FORMAT: 4-pk
 PACKAGING: Swing Amaray
 LENGTH: 8 hrs, 37 mins. + extras
 GENRE: Documentary
 YEAR: 2006

COLOR: Yes
 WIDESCREEN: No
 AUDIO FORMAT: English
 UNITS PER CARTON: TK
 CAT NO. AAAE246640
 UPC 7-33961-24664-3
 ISBN 1-4229-3732-1

DOGFIGHTS SEASON 2

SRP: \$39.95 U.S., \$44.95 CAN
 FORMAT: 5-pk
 PACKAGING: Swing Amaray
 LENGTH: 13 hrs, 19 mins + extras
 GENRE: Documentary
 YEAR: 2007

COLOR: Yes
 WIDESCREEN: No
 AUDIO FORMAT: English
 UNITS PER CARTON: TK
 CAT NO. AAAE246650
 UPC 7-33961-24665-0
 ISBN 1-4229-3733-X

D-DAY THE TOTAL STORY

SRP: \$19.95 U.S., \$22.95 CAN
 FORMAT: 2-pk
 PACKAGING: Swing Amaray
 LENGTH: 5 hrs, 25 mins. + extras
 GENRE: Documentary
 YEAR: 2004

COLOR: Color and B&W
 WIDESCREEN: No
 AUDIO FORMAT: English
 UNITS PER CARTON: TK
 CAT NO. AAAE246630
 UPC 7-33961-24663-6
 ISBN 1-4229-3677-5

LAST DAYS OF WWII

SRP: \$19.95 U.S., \$22.95 CAN
 FORMAT: 2-pk
 PACKAGING: Swing Amaray
 LENGTH: 4 hrs, 39 mins
 GENRE: Documentary
 YEAR: 1995

COLOR: Color and B&W
 WIDESCREEN: No
 AUDIO FORMAT: English
 UNITS PER CARTON: TK
 CAT NO. AAAE244700
 UPC 7-33961-24470-0
 ISBN 1-4229-2927-2