

PREORDER **MARCH 20** RELEASE **APRIL 17**

NEW RELEASE: LIFETIME



\*Art Not Final

**SYNOPSIS** At the center of one of Hollywood's most notorious burglary rings in 2009, was a group of average, middle-class teens from a quiet suburb. This is the behind-the-scenes story of how Nick, a shy, awkward boy, lured by the promise of popularity and acceptance, found himself following his glamorous, charismatic best friend Rachel into breaking into celebrities houses and robbing them of millions of dollars in clothes and jewelry. Multiple robberies and a leaked security tape posted on TMZ.com exploded the "Bling Ring" into a true crime syndicate, making headlines across the nation. It thrilled Rachel and terrified Nick, but he couldn't leave her. In a reverse "Bonnie & Clyde", Nick was bound to follow Rachel until the end, leading them both to prison.

# BLING RING

*The true story of the Burglar Bunch who raided the closets of Hollywood's elite.*

- This ripped-from-the-headlines tale tells the story of a group of privileged LA teens who broke into celebrities' houses including Paris Hilton and Lindsay Lohan.
- Starring Jennifer Grey (*Dirty Dancing*), Austin Butler (*Aliens in the Attic*), and Yin Chang (*Gossip Girl*).
- Continuing story of the Burglar Bunch covered on all major media outlets including ABC News, Perez Hilton, Huffington Post, TMZ and many more.
- Support includes (75 million estimated impressions):
  - Tagged spots on Lifetime
  - Online key word and banner ad campaign
  - Outreach to TMZ, Perez Hilton, Deadline, *US Weekly*, *People*, and others for reviews
  - Social media outreach targeting fans of Lifetime (1MM) , Jennifer Grey, *Dirty Dancing* (10MM).

## PRODUCT INFORMATION

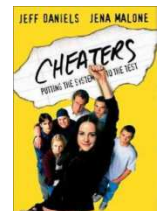
SRP: \$14.95 U.S., \$16.95 CAN  
FORMAT: DVD Single  
PACKAGING: Amaray  
LENGTH: 88 min.  
GENRE: Drama  
YEAR: 2011

LANGUAGE: English  
COLOR: Yes  
WIDESCREEN: Yes  
AUDIO FORMAT: Stereo  
UNITS PER CARTON: 30

## COMP TITLES



21



CHEATERS

Trailer: <http://www.mylifetime.com/movies/bling-ring>

NEW VIDEO  
DISTRIBUTED IN THE U.S. BY  
NEW VIDEO, 9002 BROADWAY, 9TH FL.  
NEW YORK, NY 10019  
newvideo.com



DISTRIBUTED EXCLUSIVELY IN CANADA BY  
E1 ENTERTAINMENT, 175 BLOOR STREET EAST,  
NORTH TOWER, SUITE 1400 TORONTO, ONT. M4W 3B4

CAT NO AAAE261060

UPC 7-33961-26106-6

ISBN 1-4229-9058-3

Lifetime  
NETWORKS