



SYNOPSIS: AMERICA THE STORY OF US focuses on how events small and large are intrinsically linked to the exploration and innovation, leading us from the frontier to 21st century cities, from the Mississippi to the moon, from Jamestown to 9/11 up to present day. Moving through time and space linking key events, people and locations, capturing the vast sweep of American history—bringing viewers on a journey through the forces that shaped the destiny of America.

DISTRIBUTED BY
NEWVIDEO
newvideo.com

Distributed in the U.S. by
New Video, 902 Broadway, 9th FL
New York, NY 10010



Distributed exclusively in Canada by
E! Entertainment, 175 Bloor Street East,
North Tower, Suite 1400
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PREORDER JUL 27 RELEASE SEP 14

NEW RELEASE: **HISTORY**

AMERICA THE STORY OF US

The creative minds of Planet Earth present a breathtaking adventure for families

- The most watched premiere in network history—seen by nearly 6MM viewers.
- From the creative minds behind *Planet Earth* and *A History of Britain*, featuring with breathtaking cinematography, aerial landscapes, and CGI.
- The largest event in the history of HISTORY, this 12-part series tells the story of America as a series of inventions.
- Releasing in time for back-to-school-set-ups – a perfect way for parents and children to spend “family night”.
- Featuring the vocal talents of American Icons: Rudy Giuliani, Sean Combs, Al Sharpton, Bill Maher, Buzz Aldrin, Colin Powell, Donald Trump, George Lopez, Vera Wang and many more.
- \$30 million dollar ad campaign includes:
 - National cinema advertising, cable television spots, radio promotions in top markets, and outdoor advertising
 - Online ads to hit top patriotic, family, and entertainment sites
 - Targeting family game players through video game console advertising
 - Social media outreach through: Twitter feeds from Martha Stewart, Donald Trump, Tom Brokaw, Newt Gingrich, and others plus blogger reviews and giveaways, the “Ultimate History Quiz” online game, and exclusive digital sneak peeks.

DVD PRODUCT INFORMATION

BONUS: Additional Footage

SRP: \$39.95 U.S., \$44.95 CAN

FORMAT: 3-pk

PACKAGING: Triple Amaray Swing

LENGTH: 9 hrs., 12mins + extras

GENRE: Documentary

YEAR: 2010

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

BD PRODUCT INFORMATION

SRP: \$49.95 U.S., \$56.95 CAN

FORMAT: 3-pk

PACKAGING: BD Triple Amaray Swing

LENGTH: 9 hrs., 12mins + extras

GENRE: Documentary

YEAR: 2010

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: 5.1

UNITS PER CARTON: 30

CAT NO. AAAE219241 UPC 7-33961-21924-1 ISBN 1-4229-8219-X CAT NO. AAAE223040 UPC 7-33961-22304-0 ISBN 1-4229-8608-X

