



**SYNOPSIS** For the first time in REAL HOUSEWIVES history, the ladies are more than just friends — joining the cast are two sisters, who are married to two brothers — and one sister-in-law, bringing a whole new level of familial drama to the table. While family remains a priority for each of these women, their shopping, decorating, dating and even fighting are all over-the-top.

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PREORDER FEB 23 RELEASE MAR 30

NEW RELEASE: TV ON DVD

# THE REAL HOUSEWIVES OF NEW JERSEY: SEASON ONE

*The hair is big, but the drama is bigger in this hit Bravo series*

- The top-rated, hit Bravo series, THE REAL HOUSEWIVES is finally available on DVD!
- THE REAL HOUSEWIVES is the new hit franchise — ratings have soared through the roof (215% growth since the series premiered), a new product line will be launching in 2010, and NEW JERSEY topped the charts as the #1 in cable show in its time slot among A18-34 and all key Female demos.
- The REAL HOUSEWIVES has established an enormous fan base — the stars have over 250K Facebook fans and hundreds of thousands of Twitter followers.
- Multi-million dollar ad campaign includes:
  - National cable commercials
  - On-air snipes
  - On-line advertisements
  - National radio promotions in top 25 markets
  - Outdoor advertisements
  - Social Marketing through Facebook, Twitter and Bloggers
  - National TV, radio, print and online press

## PRODUCT INFORMATION

Bonus footage: Too Hot for TV footage, Extended Interviews

SRP: \$29.95 U.S., \$34.95 CAN  
FORMAT: 3-pk  
PACKAGING: Swing Amaray  
LENGTH: 6hrs., 58mins. + extras  
GENRE: Reality TV  
YEAR: 2009

LANGUAGE: English  
COLOR: Color  
WIDESCREEN: No  
AUDIO FORMAT: Stereo  
UNITS PER CARTON: 30

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