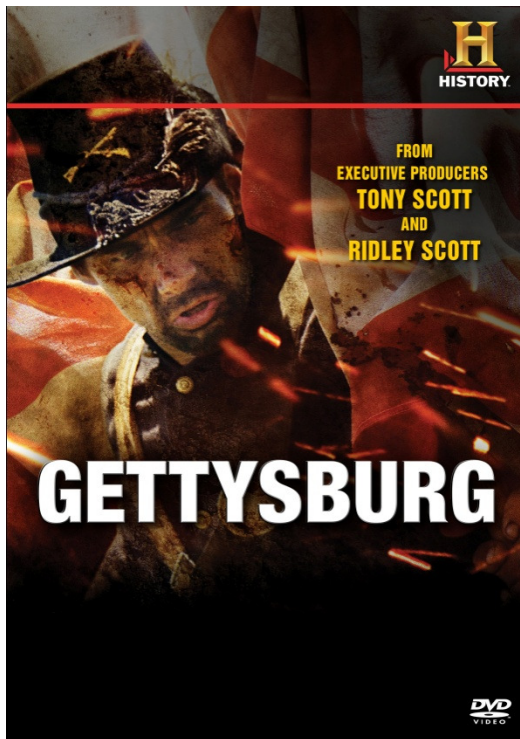


PREORDER **AUG 16** RELEASE **SEP 20**

NEW RELEASE: HISTORY



SYNOPSIS A brand-new, feature length special from HISTORY, Gettysburg will strip away the romanticized veneer of the Civil War and present the engagement in a new light: a visceral, terrifying experience with everything on the line. At its core, this is the story of the soliders on the ground, not the generals who commanded from behind the frontlines. Compelling CGI and powerful action footage place viewers in the midst of the fighting, delivering both an emotional cinematic experience and an information packed look at the turning points, technology, and little known facts of perhaps America's greatest battle.

GETTYSBURG

Ridley Scott brings the bloodiest battle in US History to life as you've never seen it before.

- An action packed documentary from Ridley Scott (*Gladiator*, *Alien* and *Black Hawk Down*).
- Nominated for an impressive 6 Emmys.
- 2 Formats: DVD; or in a combo pack featuring both Blu-ray and DVD.
- The cornerstone of HISTORY's CIVIL WAR WEEK, a heavily promoted programming effort slated to launch Memorial Day weekend.
- The legacy of Gettysburg is evident with its over 1MM tourists a year as well as the enduring popularity of books and films like *The Killer Angels*, *Gettysburg*, and *Gods and Generals*.
- Marketing and PR support includes:
 - Heavy support from HISTORY with tagged TV spots as well as a paid TV campaign on Spike, Nat Geo, and other targeted channels (50MM imps)
 - Outreach through the HISTORY branded Facebook page (3.5MM fans)
 - Online banner ad campaign and email blasts (3MM impression)
 - Reviews and giveaways in top entertainment sites; AOL movies, MSN movies, DVD talk, and more
 - Outreach to Gettysburg visitors at memorial site, airports, train stations

PRODUCT INFORMATION: DVD

SRP: \$24.95, SRP, \$29.95 CAN
 FORMAT: single
 PACKAGING: amaray
 LENGTH: 92 mins.
 GENRE: Documentary
 YEAR: 2011

COLOR: Yes
 WIDESCREEN: Yes
 AUDIO FORMAT: TK
 UNITS PER CARTON: 30

PRODUCT INFORMATION: BD/DVD COMBO

SRP: \$34.95, SRP, \$39.95 CAN
 FORMAT: BD/DVD 2-pack
 PACKAGING: BD swing
 LENGTH: 92 mins.
 GENRE: Documentary
 YEAR: 2011