



SYNOPSIS *American Pickers* follows highly skilled "pickers" Mike Wolfe, owner of Antique Archaeology in Iowa, and his business partner Frank Fritz, as they hunt down objects with historical, collectible and pop culture value that have been long forgotten by their owners. From a vintage Harley to a one-of-a-kind Ferris wheel, each treasure hunt uncovers weird and wonderful Americana, offering a glimpse into a little-known side of the antiques business. Along the way, Mike and Frank meet people whose own stories open a window into American lives and history.

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NEW RELEASE: HISTORY

AMERICAN PICKERS: VOLUME 2

Another installment of HISTORY's highest rated series on DVD!

- Already a blockbuster in its first season, AMERICAN PICKERS has grown in viewership each season, with the most recent episodes hitting nearly 6MM viewers - higher than ICE ROAD TRUCKERS and AMERICA THE STORY OF US!
- The stars, Mike Wolfe and Frank Fritz have become celebrities, appearing in numerous articles and talk shows like *The Late Show With David Letterman*.
- A companion book will be released day-and-date with the DVD. We will cross-promote with insert/ad swaps and dual placement in retail.
- Multi-million campaign: 30 million estimated impressions
 - Print, TV, Radio and online ads
 - Aggressive social media marketing, including outreach to blogs, fan sites, and exclusive clip offerings.
 - PR campaign targeting entertainment, news, and pop-culture magazines

PRODUCT INFORMATION

SRP: \$19.95 U.S., \$22.95 CAN
 FORMAT: 2-pk
 PACKAGING: Swing Amaray
 LENGTH: Approx. 6hrs, 16 mins.
 GENRE: Reality Series
 YEAR: 2010

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

COMP TITLES



AMERICAN
PICKERS
SEASON 1

PAWN STARS:
SEASON 1

CAT NO. AAAE230770 UPC 7-33961-23077-2 ISBN 1-4229-9441-4

