



**SYNOPSIS** Just when you thought trucking couldn't get more dangerous...the new season of *Ice Road Truckers* is back! Get ready to gear up for the most treacherous landscape on earth: Northern Alaska. This season join HISTORY on the new roads, along with our new truckers, facing even more danger than ever before.

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**PREORDER Nov 17 RELEASE Dec 15**

**NEW RELEASE: HISTORY™**

# ICE ROAD TRUCKERS: THE COMPLETE SEASON THREE

*The #1 History Series is back and more dangerous than ever*

- Backed by a multi-million dollar advertising campaign including print, outdoor, TV and on-line media, SEASON THREE of the #1 series on HISTORY is timed to release for the holidays and gift card redemption season.
- ICE ROAD TRUCKERS is the highest rated series on HISTORY, and ratings continue to climb—*Season Two* premiered to 4 million viewers, 18% over *Season One*.
- ICE ROAD TRUCKERS is a best-selling franchise, and consumer interest is high for this DVD genre (includes *Deadliest Catch*, and *Dirty Jobs*).
- National commercials for the DVD set will run during the month of street in over 100 million homes, along with an extensive on-line marketing initiatives such as a viral widget shared by over 30K users as well as on-line contests and blogger giveaways.
- Aggressive PR outreach will include radio promotions in the top 10 markets and reviews in over 25 newsweeklies, adventure and men's lifestyle publications.

## PRODUCT INFORMATION

SRP: \$39.95, \$44.95 CAN  
FORMAT: 4-pk  
PACKAGING: Thin-pks  
LENGTH: 10 hrs., 11mins. + extras  
GENRE: Reality  
YEAR: 2009

LANGUAGE: English  
COLOR: Color  
WIDESCREEN: No  
AUDIO FORMAT: Stereo  
UNITS PER CARTON: 14

## RELATED & RECOMMENDED



**ICE ROAD TRUCKERS: THE COMPLETE SEASON ONE**



**ICE ROAD TRUCKERS: THE COMPLETE SEASON TWO**

**CAT NO.** AAEE155330 **UPC** 7-33961-15533-4 **ISBN** 1-4229-3789-5

