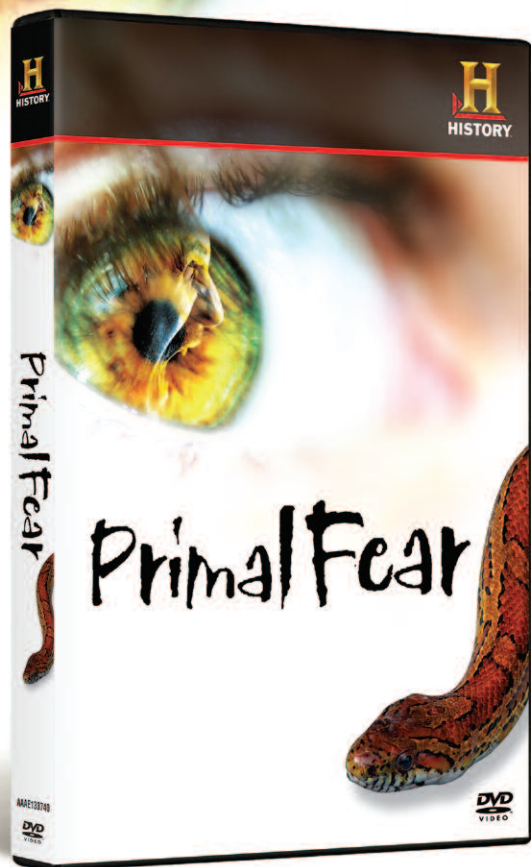


# Primal Fear



## Examine our deepest fears with HISTORY™

PRIMAL FEAR goes beyond the innate terror associated with our deepest fears to examine the history, psychology, and science behind what scares us most. Each fear—being buried alive under six feet of suffocating dirt, the strike of a lethal snake, terrorist attacks that can occur at any time—will be explored by looking at its history, the science behind it, and contemporary survivor stories that relate what a near-death experience was like.

Examine the roots of each fear, when the fear flourished, how the fear has changed over time, and how many of these fears have been manipulated to create mass hysteria. Listen in as science experts, supported by CGI, show how the instinctual response to danger of “fight or flight” has been essential to survival throughout history, describe the physiological cause of death on those who didn’t make it, and explore the influence of these fears on pop culture and the human condition. Feel your pulse quicken and your muscles tense as this fascinating DVD from HISTORY™ brings our most frightening fears to life.

- Cutting-edge CGI and the testimony of medical, psychological, and historical experts offer a unique scientific perspective on why we fear what we fear.
- Compelling first-person accounts from people who’ve undergone near-death experiences make this feature-length special gripping and fascinating viewing.
- Street date timed for January, a major release month for science/nature documentaries.

DVD

**\$24.95 SRP U.S.**  
**\$29.95 SRP CANADA**

**PREORDER DEC 16 RELEASE JAN 20**

**Single**  
Approx. 94 mins.  
total,  
Documentary,  
Color

**CATALOG NO. AAAE147880**  
**UPC 7-33961-14788-9**  
**ISBN 1-4229-3088-2**

### ALSO RECOMMENDED



**THE UNIVERSE: THE COMPLETE SEASON 1**  
Join HISTORY™ on a stunning exploration of Earth, our solar system, and far-away galaxies. **AAAE77605**

**COLLECTOR'S CHOICE: THE UNEXPLAINED**  
Take a shocking journey into the heart of phenomena that have captivated humankind for centuries. **AAAE70221**

[newvideo.com](http://newvideo.com)

Distributed in Canada by  
Paradox Entertainment Group,  
175 Bloor St E, STE 1400 N Tower,  
PO Box 64, Toronto, ON M4W 3R8  
Tel: (800) 267-1216, E-mail: [info@paradoxeg.com](mailto:info@paradoxeg.com)



Distributed in the U.S. by New Video  
902 Broadway, 9th fl, New York, NY 10010  
Tel: (212) 206-8600  
E-mail: [info@newvideo.com](mailto:info@newvideo.com)

**DISTRIBUTED BY**  
**NEWVIDEO**



HISTORY and the “H” logo are trademarks of A&E Television Networks. All Rights Reserved.  
Art and Design ©2008 A&E Television Networks. All Rights Reserved.