



SYNOPSIS Neil Patrick Harris (*How I Met Your Mother*) stars as Billy, AKA Dr. Horrible, a budding supervillain whose plans for world domination continually go awry. His two goals: getting accepted into the Evil League of Evil, and working up the guts to speak to his laundromat crush Penny, played by Felicia Day (*The Guild*). The only thing standing in his way is Captain Hammer, Billy's superhero archnemesis played by Nathan Fillion (*Firefly*). With one big score, Billy could get into the E.L.E. and earn the respect of Penny, but only if he can keep her away from the dashing Captain Hammer...

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NEW RELEASE: NEW VIDEO NYC

DR. HORRIBLE'S SING-ALONG BLOG BLU-RAY

The Emmy®-winning smash is back in Blu-Ray!

- The *Dr. Horrible's Sing-Along Blog* DVD shipped over 60K units in its first 6 months; the Blu-Ray offers the ultimate Dr. Horrible experience with superior sound and video for collectors and new fans alike.
- The film keeps growing in popularity and awareness: its Emmy® win for Outstanding Special Class was followed by a hilarious original clip featured during Neil Patrick Harris's hosting of the Emmys®.
- Awareness continues to skyrocket for Neil Patrick Harris (*How I Met Your Mother*, Tony and Emmy® host, *Cloudy with a Chance of Meatballs*); Joss Whedon (*Dollhouse*, *The Cabin in the Woods*); Nathan Fillion (*Castle*); Felicia Day (*The Guild*); and Simon Helberg (*The Big Bang Theory*).
- Grassroots marketing efforts will target fans of Joss Whedon, Harris, and Fillion, cult sci-fi fans, and pop culture sites with giveaways and social media outreach; promotional events and materials at Comic-Con and other conventions.
- PR campaign will focus on securing national press for Harris, Whedon, Fillion, and Day.

PRODUCT INFORMATION

DVD FEATURES: Two commentaries, including "Commentary: The Musical" featuring 42 minutes of new music; making of; Evil League of Evil Application videos from fans

SRP: \$19.95 U.S., \$22.95 CAN
FORMAT: Blu-ray single
PACKAGING: Single Blu-ray
LENGTH: Approx. 42 mins + extras
GENRE: Comedy
YEAR: 2008

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

RELATED & RECOMMENDED



**DR.
HORRIBLE'S
SING-ALONG
BLOG**



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