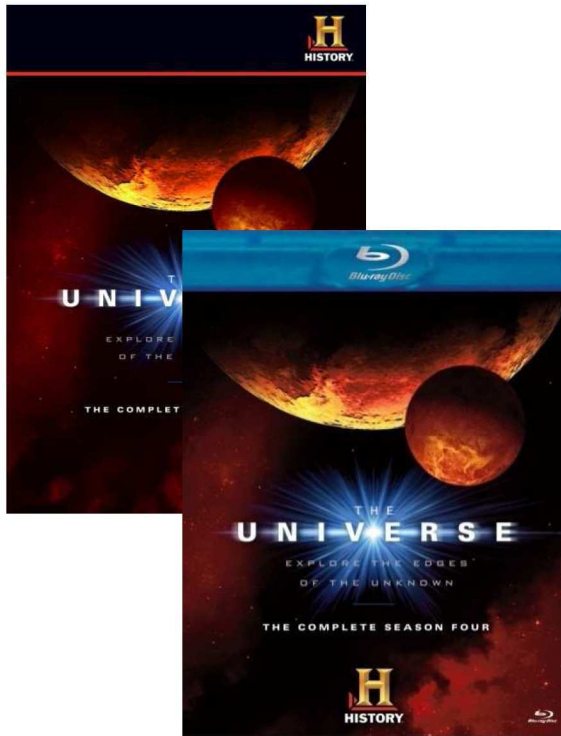


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NEW RELEASE: A&E



# THE UNIVERSE: THE COMPLETE SEASON FOUR (Blu-ray & SD)

*The #1 selling HISTORY franchise launches a new breath-taking exploration.*

- This top-rated series, with a cumulative audience of over 60MM viewers, is the number #1 best-selling HISTORY series on DVD!
- Shot in hi-definition and packed with state-of-the-art CGI technology and authentic NASA footage, HISTORY takes viewers on a stunning journey through the deepest reaches of space – including stars and galaxies just discovered last year!
- *The Universe* franchise is a top marketing priority supported by:
  - \$40MM TV advertising campaign
  - Movie theater ads with projected impressions of nearly 5MM viewers
  - Marketing and press has reached over 100MM consumers through promotions with InMotion stores, sweepstakes with the Kennedy Space Center and robust online and PR initiatives including blog reviews, fan contests, giveaways, and a viral screen saver campaign.

**SYNOPSIS** Almost every day scientists find new planets and look further into the deepest reaches of space, breaking new ground in understanding the cosmos. Using stunning HD graphics, Season 4 of *The Universe* transports viewers to places we didn't know existed a year ago. From death stars to ringed planets, star clusters to space wars, *The Universe* uses new discoveries and more advanced CGI to help explain the mysteries of outer space.

## PRODUCT INFORMATION: DVD

DVD FEATURES: Additional Footage

SRP: \$39.95 U.S., \$44.95 CAN    COLOR: Yes  
FORMAT: 4-pk    WIDESCREEN: No  
PACKAGING: Thin-pack    AUDIO FORMAT: Stereo  
LENGTH: 9 hrs., 24mins + extras    UNITS PER CARTON: 14  
GENRE: Documentary  
YEAR: 2009

CAT NO. AAAE209300    UPC 7-33961-20930-3    ISBN 1-4229-7191-0

## PRODUCT INFORMATION: Blu-Ray

BD FEATURES: Additional Footage

SRP: \$54.95 U.S., \$69.95 CAN    COLOR: Yes  
FORMAT: 3-pk    WIDESCREEN: Yes  
PACKAGING: Swing Blu-ray case    AUDIO FORMAT: 5.1  
LENGTH: 9 hrs., 24mins + extras    UNITS PER CARTON: 30  
GENRE: Documentary  
YEAR: 2009

CAT NO. AAAE209310    UPC 7-33961-20931-0    ISBN 1-4229-7192-9

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