



WWII IN HD: COLLECTOR'S EDITION (DVD AND BLU-RAY)

The acclaimed HISTORY series in a lavish gift set with 2 new specials

- The ultimate edition of the now-classic HISTORY series, which has become one of our top sellers of all time.
- Includes the original 10-part series plus TWO NEW feature length bonus specials: IWO JIMA and THE AIR WAR, all packaged in a lavish gift box.
- One of the biggest hits in the history of HISTORY with over 21 million cumulative viewers.
- Masterfully culled from over 3,000 hours of newly discovered color film from locations around the world to shape the amazing personal stories of 12 American soldiers recounting their experiences.
- Featuring the voice talents of international celebrities LL Cool J, Steve Zahn, Ron Livingston, Rob Lowe - and narration by Gary Sinise.
- As inline DVD shelf-space decreases, retailer sections for gift sets are getting increased prominence for which this product is a perfect fit.
- Part of a major Q4 "War in HD" campaign along with VIETNAM IN HD.
- Marketing outreach: 50 million estimated impressions
 - National TV ad campaign including Nat Geo, Discovery, CNN and more
 - Targeted Facebook and online banner ad campaign
 - Website and blog reviews and giveaways (outreach to *Entertainment Weekly*, *People*, *Examiner*)

SYNOPSIS Seventy years in the making. Three thousand hours of color footage no one knew existed. The first documentary to show World War II from the perspective of both sides in full, immersive HD color, the world premiere HISTORY series WWII IN HD uses the diaries of soldiers who fought in the war's biggest battles to create a personal, introspective and detailed look at life on and off the front lines. This lavish gift set includes the original HISTORY series plus two new specials: THE AIR WAR and IWON JIMA.

PRODUCT INFORMATION: DVD

SRP: \$59.95 U.S., \$69.95 CAN
 FORMAT: 5-pack gift pack
 PACKAGING: Specialty
 LENGTH: Approx. 10 hours, 16 mins
 GENRE: Documentary
 YEAR: 2009-2010

LANGUAGE: English
 COLOR: Yes
 WIDESCREEN: Yes
 AUDIO FORMAT: 5.1
 UNITS PER CARTON: 30

PRODUCT INFORMATION: BLU-RAY

SRP: \$69.95 U.S., \$79.95 CAN
 FORMAT: 4-pack gift pack
 PACKAGING: Specialty
 LENGTH: Approx. 10 hours, 16 mins
 GENRE: Documentary
 YEAR: 2009-2010

LANGUAGE: English
 COLOR: Yes
 WIDESCREEN: YES
 AUDIO FORMAT: 5.1
 UNITS PER CARTON: 30