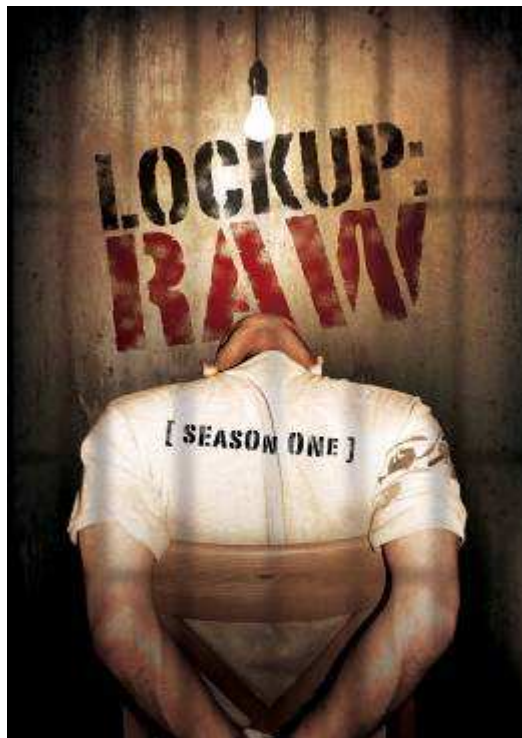


PREORDER **Jul 14** RELEASE **Aug 11**

NEW RELEASE: NEW VIDEO NYC



SYNOPSIS America's maximum security prisons are a realm of chaos and danger where long stretches of monotony are interrupted by explosions of sheer terror. The groundbreaking series LOCKUP: RAW goes inside the gates to get shockingly candid interviews with some of the country's most notorious criminals—and the guards who are charged with trying to control them. In prisons from Alaska to Tennessee, see firsthand inmates' survival strategies, the code they live by, and the perils they face.

LOCKUP: RAW

Prison Break meets Cops in this unprecedented access to prisons across America

- LOCKUP is a top rated series for MSNBC, with three primetime airings on Saturday nights consistently ranking #1 in the day part.
- This jam-packed 2-pk set will feature 8 episodes of LOCKUP RAW, including never-before-seen footage from LOCKUP, and candid interviews with the most memorable inmates.
- Timed to release following the new season of LOCKUP, ending August 8.
- Marketing and promotion will include featured placement on the MSNBC, NBC, and CNBC websites, bugs within episodes of the show and throughout the NBC Universal networks.
- PR campaign will target urban publications, newsweeklies and men's lifestyle magazines.
- Grassroots marketing campaign will target consumers with an interest in true crime and prison through blogger reviews and giveaways.

PRODUCT INFORMATION

DVD FEATURES: Additional Footage

SRP: \$19.95 U.S., \$22.95 CAN

FORMAT: 2-pk

PACKAGING: Swing Amaray

LENGTH: Approx 6 hrs, 16 mins + extras

GENRE: Reality Television

YEAR: 2008

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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