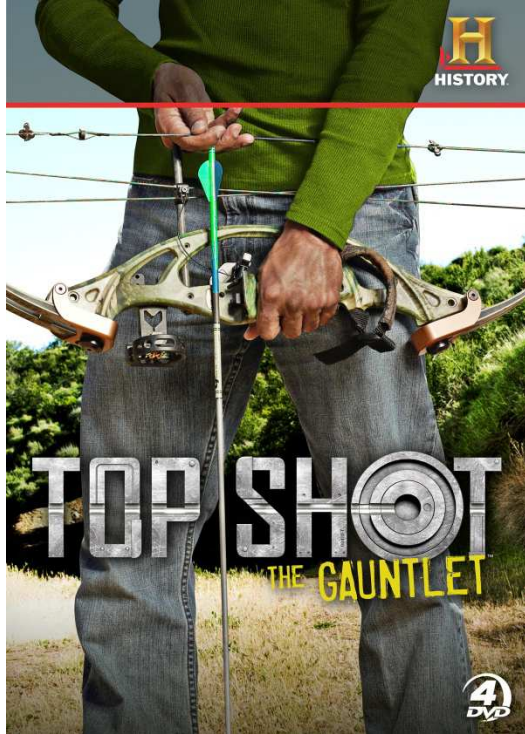


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NEW RELEASE: HISTORY



*Art Not Final

SYNOPSIS History's explosive competition series targets another hit season. Sixteen fearless marksmen take aim for the \$100,000 prize and the title of *Top Shot*. This season contestants will wield some of the largest weapons including the rapid firing Gatling Gun and the Hotchkiss Mountain Guns. Join *Survivor*'s Colby Donaldson and these 16 elite marksmen as they run The Gauntlet where only one will emerge as the Top Shot.

TOP SHOT: SEASON THREE

From the producers of Survivor, comes HISTORY's top-rated competition series -- timed to release with Season 4 airing

- HISTORY's top-rated competition series—from the producers of *Survivor*, *American Choppers* and *Dirty Jobs*.
- Cumulative ratings are at nearly 70 million viewers.
- Hosted by Colby Donaldson (*Survivor*), HISTORY brings to life legendary marksman feats performed by a unique group of contestants including Air Force special Ops, Realtor, a restaurant server and more.
- Each episode is filmed with high-speed, HD cameras to capture all of the action and break taking precision of each contest.
- Streeting with the *Season Four* finale, TOP SHOT SEASON THREE attracts one of the wealthiest audiences on the network.
- Bonus disc includes outtakes, audition footage and interviews with the contestants and more.
- Multi-million campaign: 60 million estimated impressions
 - Print, TV, Radio and online ads
 - Aggressive social media marketing, including outreach to blogs, fan sites, and exclusive clip offerings.
 - PR campaign targeting entertainment, news, and pop-culture magazines

DVD INFORMATION

DVD FEATURES: Additional footage, character bios, and elimination interviews

SRP: \$29.95 SRP \$34.95 CAN

FORMAT: 4-PK

PACKAGING: 4-pack swing

LENGTH: 9 hrs., 32 mins, + extras

GENRE: Reality TV

YEAR: 2011

LANGUAGE: English

COLOR: Yes

WIDESCREEN: TK

AUDIO FORMAT: TK

UNITS PER CARTON: TBD

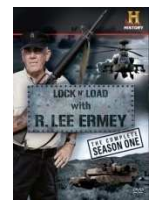
Trailer: http://www.newvideo.com/images/Clips/Q2/topshotS3_clip.mp4

CAT NO. AAAE268620 **UPC** 7-33961-26862-1 **ISBN** 1-4229-1858-0

COMP TITLES



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SEASON 1**



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