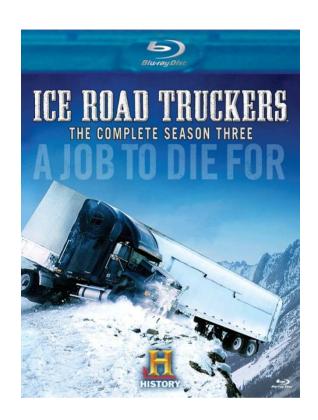
## ICE ROAD TRUCKERS: THE COMPLETE SEASON THREE BLU-RAY EDITION

The #1 History Series is finally on Blu-ray!

- Timed to release for Father's Day and the new season broadcast, viewers can now experience the beauty of Alaska like never before, in stunning Hi-Def—this series was made for Blu-ray!
- ICE ROAD TRUCKERS continues to be the highest rated series on HISTORY with 90M cumulative viewers.
- The DVD features never-before-aired bonus footage from the hit series.
- This release will benefit from the multi-million dollar franchise advertising campaign including print, outdoor, TV, and online media such as a viral widget shared by over 50K users, as new episodes of Season 4 air this summer.

"ICE ROAD TRUCKERS once again provides a thrilling journey into the cold, icy wilds as truckers brave unbelievably fierce conditions and incredible obstacles in order to deliver needed materials..."

- DVD Talk.com



SYNOPSIS Just when you thought trucking couldn't get more dangerous...the new season of ICE ROAD TRUCKERS is back!

Get ready to gear up for the most treacherous landscape on earth:

Northern Alaska. This season join HISTORY on the new roads, along with our new truckers, facing even more danger then ever before.

## **PRODUCT INFORMATION**

Bonus features: Never-aired footage

**SRP:** \$49.95, \$56.95 CAN **FORMAT:** 3-pk

PACKAGING: Swing

LENGTH: 10 hrs., 11mins. + extras

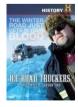
GENRE: Reality
YEAR: 2009

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

## **RELATED & RECOMMENDED**







ICE ROAD TRUCKERS: THE COMPLETE SEASON TWO





