



**SYNOPSIS** It's been 50 years since man ventured into the unknown, and the heavens are only now yielding their greatest secrets. Season Five of THE UNIVERSE follows in the galactic path of this illuminating series, which examines what we know about space and the world beyond our own. Robotic rovers on Mars, NASA probes slamming into comets and deep space telescopes capturing violent images of the birth of stars are a few examples of what THE UNIVERSE explores. How were discoveries made? Who made them? Dramatic CGI and interviews with expert cosmologists, astronomers, and astrophysicists bring the history of the heavens down to earth and provide a glimpse into our future.

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**NEW RELEASE: HISTORY**

# THE UNIVERSE: THE COMPLETE SEASON FIVE (BLU-RAY AND DVD)

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

- This top-rated series, with a cumulative audience of over 70 million 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, comet collisions, violent images of the birth of stars, and much more.
- *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.

## PRODUCT INFORMATION: DVD

**SRP:** \$24.95, SRP, \$29.95 CAN  
**FORMAT:** 2-pk  
**PACKAGING:** Thin-pks  
**LENGTH:** 6 hrs., 16 mins  
**GENRE:** Documentary  
**YEAR:** 2010

**COLOR:** Yes  
**WIDESCREEN:** No  
**AUDIO FORMAT:** Stereo  
**UNITS PER CARTON:** TK

## PRODUCT INFORMATION: BLU-RAY

**SRP:** \$34.95 SRP, \$39.95 CAN  
**FORMAT:** 2-pk  
**PACKAGING:** Swing Blu-ray case  
**LENGTH:** 6 hrs., 16 mins  
**GENRE:** Documentary  
**YEAR:** 2010

**COLOR:** Yes  
**WIDESCREEN:** Yes  
**AUDIO FORMAT:** 5.1  
**UNITS PER CARTON:** 30

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