Planet Egypt

Explore the world's first superpower, the oldest and longest lasting civilization in this exciting new 4-part miniseries.

- HISTORY® explores the technology, culture, religion, wars and peace that unified Egypt for 3,000 years.
- Averaged 205K viewers per part on the newly launched H2 channel, now reaching over 68 million homes.
- The visually stunning 4-part miniseries explores the awe-inspiring architecture of the world's first superpower, the dawn of modern civilization and the invention of structural engineering.
- Supported by a national marketing campaign (50 million estimated impressions):
 - National cable TV spots
 - Aggressive social media marketing, including outreach to blogs, fan sites, and exclusive clip offerings.
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 - Over **7MM fans of HISTORY** on facebook
 - PR campaign targeting history, culture, politics and architecture pubs

PRODUCT INFORMATION

SRP: \$24.95, \$29.95 CAN

FORMAT: DVD 2-Pk PACKAGING: Swing Amaray 2-Pk LENGTH: Approx. 3hrs + 4 min

GENRE: Documentary

CAT NO. AAAE268420

YEAR: 2012

LANGUAGE: English

COLOR: Yes WIDESCREEN: No **AUDIO FORMAT: Stereo**

UNITS PER CARTON: 30

EGYPT PYRAMIDS AND MUMMIES



COMP TITLES

Trailer: http://www.worldscreen.com/worldscreenings/display/7955

DISTRIBUTED IN THE U.S. BY NEW VIDEO, 902 BROADWAY, 9TH FL.

astounds us today.

*Art is not final

SYNOPSIS It was the world's most important ancient civilization

wars and peace that unified Egypt for 3,000 years. Planet Egypt

investigates Egypt's legacy through portraits of its most influential Pharaohs: King Narmer, who united more than 40 regional tribes into the first Egyptian civilization; Thutmose III, who expanded and secured Egypt's borders; Amnenhotep III and his revolutionary son Akhenaten, who attempted to break the power of the priests and

reorganize the traditional role of religion; and Ramsses II, the great

builder of temples and tombs who devoted his life to the cult of

ambitious construction projects in history, to its obsession with

life, death and immortality, the amazing story of ancient Egypt still

death. Threaded throughout are intimate details of typical

Egyptian daily life. From feats of engineering and the most

and lasted longer than any other. In this exciting four-hour miniseries, HISTORY® explores the technology, culture, religion,



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