



SYNOPSIS Cyd Sherman, AKA Codex (Felicia Day) has hit bottom. Dumped by her boyfriend, her employer, and her therapist, she drowns her sorrows the way any modern girl would—in the world of online gaming. But after a fellow player mistakes their in-game rapport for real-world romance and shows up on her doorstep, Codex brings all of the members of her online guild face-to-face . . . with very awkward results.

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THE GUILD: SEASONS 1 & 2

Gamers encounter the real world in this clever hit series—the inspiration for Dr. Horrible's Sing-Along Blog

- This hilarious Internet series was created by and stars cult fave Felicia Day (*Dr. Horrible's Sing-Along Blog*, *Buffy the Vampire Slayer*), who currently has over 1.2MM followers on Twitter.
- The series has over 110K subscribers on YouTube, received over 25 million hits since its launch in 2008 and won the SXSW, YouTube, Yahoo! Web Series and three Streamy Awards; season 3 is in the works.
- THE GUILD panel was one of the most buzzed-about events of 2009's Comic-Con (rated #5 event by io9.com), introducing fan favorite Wil Wheaton as a new cast member for Season 3; THE GUILD "Do You Want to Date My Avatar" music video reached #1 on iTunes across all genres and received over 2.7 million views on YouTube.
- Named one of "The Net's Best Serial Shows" by *Rolling Stone*, this ultimate comedy for online gamers comes to DVD packed with loads of fun bonus material.
- Grassroots marketing outreach will include promotions on gamer and cult comedy sites.
- PR campaign will include outreach to gaming publications and sites, as well as Felicia Day and Dr. Horrible fan sites and blogs.

PRODUCT INFORMATION

Prebook: Aug 25

Release: Sept 29

DVD FEATURES: Commentary tracks, behind-the-scenes featurettes, script, gag reels, audition tapes, gaming glossary, and note from Felicia Day.

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

FORMAT: 2-PK

PACKAGING: 2-disc Swing Amaray

LENGTH: Approx. 132 mins. + extras

GENRE: Documentary

YEAR: 2007-2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

CAT NO. NNVG168751

UPC 7-67685-16875-2

ISBN 1-4229-4896-X

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BLOG**



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