



SYNOPSIS Fifteen-year-old Reed Brennan wins a scholarship to Easton Academy—the golden ticket away from her pill-popping mother and run-of-the-mill suburban life. But when she arrives, Reed realizes that even though she has been accepted to Easton, Easton has not accepted her. Reed vows to do whatever it takes to be accepted into the inner circle of the Billings Girls, the most beautiful and powerful girls on campus. She quickly discovers that inside their secret parties and mountains of attitude, hanging in their designer clothing-packed closets, the Billings Girls have skeletons. And they'll do anything to keep their secrets private.

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NEW RELEASE: FLATIRON FILM COMPANY

PRIVATE

The delicious teen series based on the best-selling books

- Based on the first four books of the bestselling PRIVATE book series (Simon & Schuster) by Kate Brian; books in the series have climbed as high as #2 on the New York Times Best Sellers List.
- Following a fan petition campaign to turn the books into a TV series, the series PRIVATE premiered on Teen.com in July 2009 and received 14 million views in its brief run.
- Timed to release for back-to-school and the release of the 13th novel in the PRIVATE series, *Vanished* (August 31, 2010).
- From the production company behind such smash-hits as *Gossip Girl* and *The Vampire Diaries*, PRIVATE captures the same soapy, fun yet dangerous vibe tweens and teens love.
- DVD bonus includes *Private: The Casting Call*, a six-part series in which three contestants vie for the role of Kiran Hayes in the series.
- Grassroots marketing and PR outreach will target teen and tween girls, focusing on fans of the series and book series, as well as fans of *Gossip Girl*, *The Vampire Diaries*, *One Tree Hill* and *The Clique*; promotion on Teen.com; back ad in latest PRIVATE novel.

PRODUCT INFORMATION

DVD FEATURES: *Private: The Casting Call*, interviews, sneak peek at PRIVATE prequel *The Book of Spells*

SRP: \$19.95 U.S.

FORMAT: DVD single

PACKAGING: Single amaray

LENGTH: Approx. 100 mins + extras

GENRE: Teen Drama

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

RELATED & RECOMMENDED



**THE GUILD:
SEASON 3**



**THE GUILD:
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