





# **DOGFIGHTS SEASONS 1&2 D-DAY THE TOTAL STORY** LAST DAYS OF WWII

Reinvigorate sales with these refreshed WWII collections

- Release timed for Memorial Day and Father's Day promotions.
- 4 top-selling sets now available in new slim packaging and repriced with a savings of **20% or more off** the original SRPs.
- WWII is a top-selling HISTORY genre.
- Releases supported by an online ad word campaign (1MM) **impressions**), aggressive PR outreach to entertainment publications, and daily news papers surrounding Memorial Day and Father's Day.

#### **DOGFIGHTS SEASON 1**

SRP: \$34.95 U.S., \$39.95 CAN FORMAT: 4-pk PACKAGING: Swing Amaray LENGTH: 8 hrs, 37 mins. + extras UNITS PER CARTON: TK **GENRE:** Documentary **YEAR: 2006** 

COLOR: Yes WIDESCREEN: No AUDIO FORMAT: English CAT NO. AAAE246640 UPC 7-33961-24664-3 ISBN 1-4229-3732-1

### **DOGFIGHTS SEASON 2**

SRP: \$39.95 U.S., \$44.95 CAN FORMAT: 5-pk PACKAGING: Swing Amaray LENGTH: 13 hrs, 19 mins + extras UNITS PER CARTON: TK **GENRE:** Documentary YEAR: 2007

COLOR: Yes WIDESCREEN: No AUDIO FORMAT: English **CAT NO. AAAE246650** UPC 7-33961-24665-0 ISBN 1-4229-3733-X

### **D-DAY THE TOTAL STORY**

SRP: \$19.95 U.S., \$22.95 CAN FORMAT: 2-pk PACKAGING: Swing Amaray LENGTH: 5 hrs, 25 mins. + extras **GENRE:** Documentary **YEAR: 2004** 

COLOR: Color and B&W WIDESCREEN: No AUDIO FORMAT: English UNITS PER CARTON: TK CAT NO. AAAE246630 UPC 7-33961-24663-6 ISBN 1-4229-3677-5

## **LAST DAYS OF WWII**

SRP: \$19.95 U.S., \$22.95 CAN FORMAT: 2-pk PACKAGING: Swing Amaray LENGTH: 4 hrs, 39 mins **GENRE**: Documentary **YFAR: 1995** 

COLOR: Color and B&W WIDESCREEN: No AUDIO FORMAT: English UNITS PER CARTON: TK CAT NO. AAAE244700 UPC 7-33961-24470-0 ISBN 1-4229-2927-2