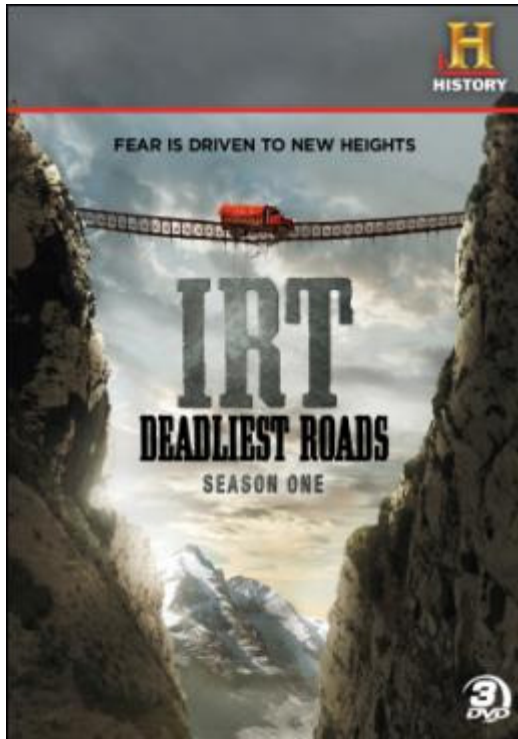


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NEW RELEASE: HISTORY™



SYNOPSIS *IRT: Deadliest Roads* sends today's toughest drivers to navigate the world's most dangerous roads as they haul their way through India's Himalayan highways, some of the most historic – and lethal – on the planet. From the crowded streets of Delhi, to treacherously steep, narrow and congested roads blasted into the mountainside, seasoned drivers Rick Yemm, Lisa Kelly and Alex Debogroski embark on an exhilarating, exhausting and terrifying adventure, where the difference between life and death is just a few inches...or one very blind corner.

IRT: DEADLIEST ROADS: SEASON ONE (BD & DVD)

The new action-packed spinoff of the #1 series on HISTORY

- Supported by a multi-million dollar ad campaign including print, TV, outdoor, and online media plus aggressive PR outreach to top-10 market radio and newweeklies, adventure and men's lifestyle publications.
- Following the foot steps of the original, IRT: DEADLIEST ROADS had an explosive premiere with nearly 3.5MM viewers and has been seen by over 24MM viewers.
- Stars fan-favorite drivers Rick Yemm, Lisa Kelly, and Alex Debogroski as seen in *Ice Road Truckers* with a cumulative audience of 150MM viewers for their combined seasons.
- IRT: DEADLIEST ROADS takes viewers off the ice and across the world to exotic locations through India's Himalayan highways for even more heart pounding action.
- An excellent gift for Grads and Dads.

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 YEAR: 2010

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 COLOR: Color
 WIDESCREEN: No
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

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BONUS FEATURES: Additional footage

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 PACKAGING: Swing + o-card
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 YEAR: 2010

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: No
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

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