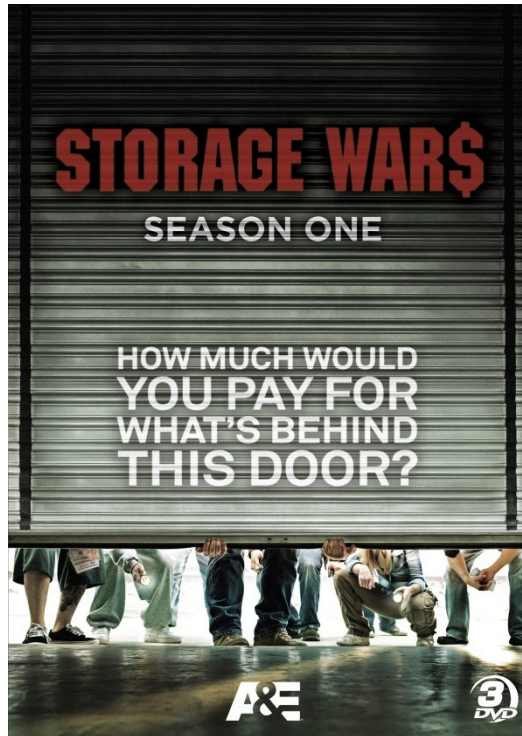


PREORDER **AUG 2** RELEASE **AUG 30**

NEW RELEASE: A&E



**SYNOPSIS** Follow four professional “buyers” and their teams as they scour repossessed storage units in search of hidden treasure in Season 1 of STORAGE WARS. Part gamblers and part detectives, these seasoned veterans negotiate the fascinating and obscure world of storage auction and consignment, finding everything from dead bodies to the world’s most valuable comic book collection – and paying as little as ten dollars for items valued in the millions. The high-stakes fun begins as they see if the resulting buy is full of mostly trash...or true treasure.

# STORAGE WARS: SEASON ONE

*A&E’s ratings record-breaking series finally comes to DVD*

- Release timed to coincide with new episodes, to capitalize on Season 2’s multi-million dollar ad campaign and heightened consumer interest .
- *Season One* dominated it’s primetime time slot ranking #1 week after week, beating out *Top Chef* and *Real World* during it’s finale.
- Hosted by Dan Dotson, one of the most recognized and respected American Auctioneers performing over 3,000 auctions each year.
- STORAGE WARS continues to grow it’s loyal fan base with over 125K Facebook fans.
- Marketing support includes: estimated impressions 10MM
  - National TV campaign on A&E during the month of street
  - Targeted Facebook ad campaign
  - Online banner ad campaign for top-entertainment and pop-culture sites
  - PR outreach to top 10 radio stations, online blogs and websites, and publications

## PRODUCT INFORMATION

SRP: \$19.95, \$22.95 CAN  
FORMAT: 3-pk  
PACKAGING: Triple swing amaray  
LENGTH: 6 hrs., 58 mins.  
GENRE: Reality  
YEAR: 2010

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

## COMP TITLES



**PAWN STARS:  
SEASON TWO**



**AMERICAN  
PICKERS:  
SEASON ONE**

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