

# PAWN STARS: VOLUME 3

*The ratings-record breaker is back with 16 episodes never before released!*

- PAWN STARS continues to be a huge success for HISTORY– the episodes in this season averaged 5.4 million viewers, making it the highest rated ongoing series in the network's history.
- Features 16 episodes never-before released on DVD.
- Multi-million dollar marketing campaign: 30 million estimated impressions
  - TV, national commercials for the DVD set that will run during the month of street in over 100MM homes
  - Outdoor
  - Print
  - Online marketing campaign:
    - Online contests
    - Blogger giveaways forecasted to reach over 100K consumers



**SYNOPSIS** Venture inside the only family-run pawn shop in Las Vegas, where three generations of men use their sharp-eyed skills to carefully assess the value of items ranging from the obscure to the historic. In PAWN STARS, the rarely tactful and always confrontational Harrison family finds the gems and busts the fakes, all in hopes of making the biggest profit possible.

## PRODUCT INFORMATION

SRP: \$19.95, \$22.95 CAN  
 FORMAT: 2-pk  
 PACKAGING: Swing Amaray  
 LENGTH: 6 hrs., 18 mins.  
 GENRE: Reality  
 YEAR: 2010

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

## COMP TITLES



**PAWN STARS:  
THE COMPLETE  
SEASON ONE**



**PAWN STARS:  
THE COMPLETE  
SEASON TWO**