

# MR. Bean

Returns to the Big Screen  
August 24

## Stock up on the top A&E DVD franchise of all time—now repriced up to 50%—to take advantage of major movie tie-in opportunities

With the release of *Mr. Bean's Holiday*—the first MR. BEAN movie in 10 years—and movie tie-in partners ranging from books to TV broadcasts to toys, there's never been a better time to sell Bean!

To celebrate, A&E Home Video is repricing and repromoting all of our best-selling MR. BEAN titles.

### Upcoming Promotions Surrounding *Mr. Bean's Holiday*

#### DVD REPRICES:



#### MR. BEAN: THE WHOLE BEAN 3-PK repriced to **\$39.95 SRP**

This perennial best-seller contains all 14 episodes of the original cult comedy series plus 75 minutes of bonus features including the 40-minute documentary *The Story of Bean*, never-before-seen-on-TV sketches, Comic Relief Skits, and more!

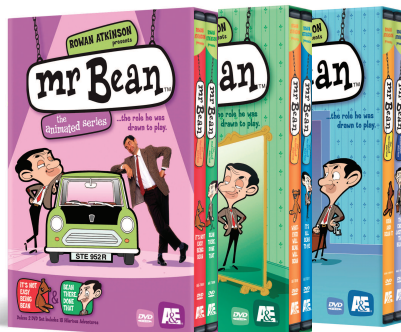
\$39.95 SRP, \$54.95 CAN, Cat.#: AAE-70830  
UPC: 7-33961-70830-1, ISBN: 0-7670-5408-3  
Color, Comedy, Approx. 5 hrs., 50 mins. + extras

#### BOOKS:

- Six movie tie-in books from two publishers releasing August 2.
- A&E's MR. BEAN DVDs will be featured in back-of-book ads in each book.

#### TV and MORE:

- Rebroadcasts of the original live series *Mr. Bean* and *Mr Bean: The Animated Series* this summer.
- Playstation 2 and Nintendo DS videogames streeting this holiday.
- Toys, kids' activity books, and more!



#### MR BEAN: THE ANIMATED SERIES 2-PKs each repriced to **\$14.95 SRP**

Mr. Bean is as funny as ever as the cartoon hero of his own animated series!

**SET 1:**  
\$14.95 SRP, \$19.95 CAN, Cat.#: AAE-70906  
UPC: 7-33961-70906-3, ISBN: 0-7670-5645-0  
Color, Animation, 198 mins. + extras

**SET 2:**  
\$14.95 SRP, \$19.95 CAN, Cat.#: AAE-70909  
UPC: 7-33961-70909-4, ISBN: 0-7670-5717-1  
Color, Animation, 198 mins. + extras

**SET 3:**  
\$14.95 SRP, \$19.95 CAN, Cat.#: AAE-71322  
UPC: 7-33961-71322-0, ISBN: 0-7670-6434-8  
Color, Animation, 176 mins. + extras



#### THE BEST OF MR. BEAN Single repriced to **\$9.95 SRP**

Bite-sized Bean, featuring the top 5 episodes from the original TV series.

\$9.95 SRP, \$12.95 CAN, Cat.#: AAE-75835  
UPC: 7-33961-75835-1, ISBN: 0-7670-9029-2  
Color, Comedy, Approx. 125 mins. + extras

### Key Reasons to stock up early

- MR. BEAN is the top A&E franchise of all time—now repriced to appeal to new fans.
- New promotions for the BEAN franchise will hit at the height of consumer awareness for Universal's *Mr. Bean's Holiday* feature film.
- *Mr. Bean* on DVD MySpace page will launch this summer, featuring trailers, clips, and fan forums.
- Fan-favorite *Mr. Bean* sketches will go live on YouTube sketches in July.

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