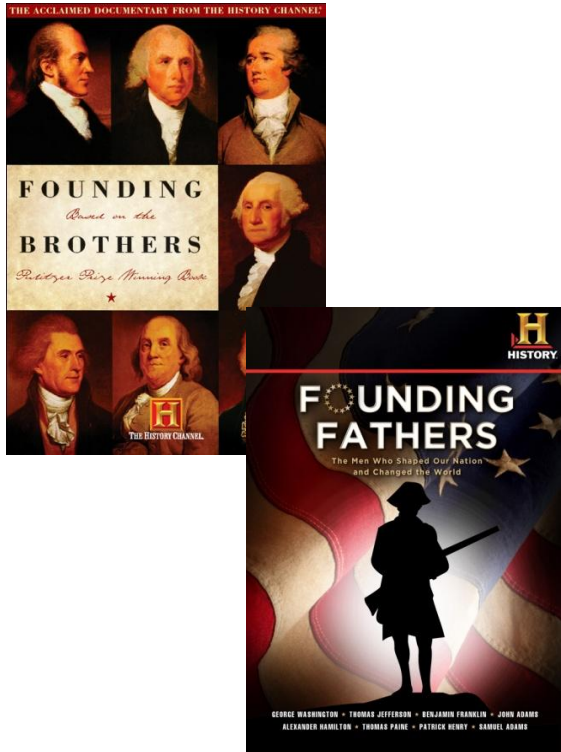


FOUNDING BROTHERS & FOUNDING FATHERS

Celebrate President's Day with these reinvigorated bestsellers – now slimmer and half price.

- Timed for President's Day, these perennial bestsellers are now 50% slimmer and half priced.
- Sales have spiked during election years, and the 2012 presidential race promises to dominate the American media and consciousness this year.
- Both releases offer a fascinating look at the personal conflicts and compromises that shaped the nation.
- *Founding Brothers* is based on the Joseph Ellis's best-selling, Pulitzer Prize winning novel.
- *Founding Brothers* artwork matches the iconic key art of the novel. *Founding Fathers* has refreshed, vibrant artwork.
- Marketing outreach to include online campaign around President's Day and again leading up to the presidential election.



SYNOPSIS Founding Brothers: The “self-evident” truths were intensely debated. In America’s first years, Washington, Franklin, Hamilton, Jefferson, Adams, Madison and Burr struggled to transform their disparate visions into an enduring government. Based on Joseph Ellis’s Pulitzer Prize winning book, *FOUNDING BROTHERS* examines six moments when the collisions and collusions of these towering figures left an indelible imprint on the nation.

Founding Fathers: They were the most legendary and respected politicians, statesmen and warriors of history’s first republic since the days of ancient Rome. They were also traitors and smugglers, rabble rousers and hot-heads, unfaithful husbands and prodigious drinkers. Because despite what some history books and much folklore would have us believe, our nation’s revered Founding Fathers were, in fact, human beings. Now, in this comprehensive four-part series, gain a fascinating, engagingly intimate glimpse behind the iconic images on the marble busts and the noble faces gazing out from our dollar bills and pocket change.

PRODUCT INFORMATION: FOUNDING BROTHERS

SRP: \$19.95, SRP, \$22.95 CAN
FORMAT: DVD 2-pack
PACKAGING: swing amaray
LENGTH: 200 mins.
GENRE: Documentary
YEAR: 2002

COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

PRODUCT INFORMATION: FOUNDING FATHERS

SRP: \$19.95, SRP, \$22.95 CAN
FORMAT: DVD 2-pack
PACKAGING: swing amaray
LENGTH: 200 mins.
GENRE: Documentary
YEAR: 2011

COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: TK
UNITS PER CARTON: 30