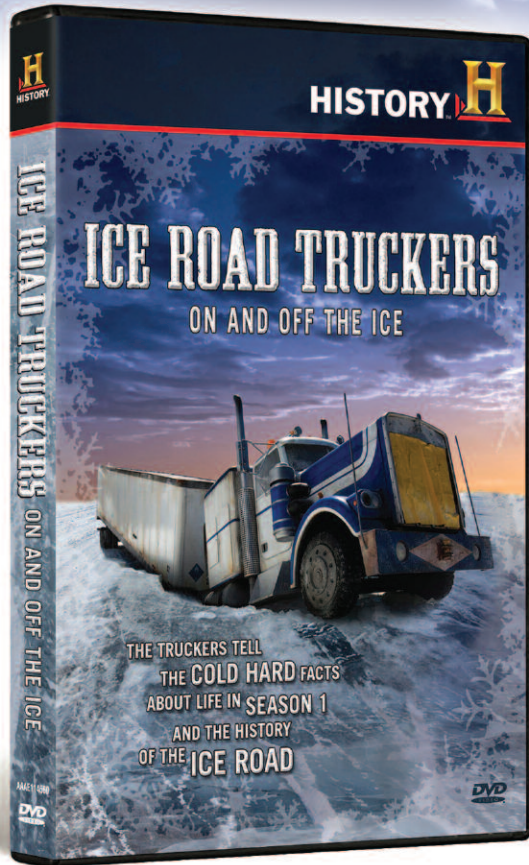


ICE ROAD TRUCKERS

ON AND OFF THE ICE



The most dangerous show on television returns to DVD with three new specials

Hugh, Alex, Rick, TJ, Jay, and Drew have survived one of the most treacherous—and adrenaline fueled—jobs on Earth: driving big rigs on the 2-foot thick ice road over the freezing waters of Northern Canada. Now, reunited one year after their winter on the Ice Road, the men answer viewers' burning questions, relive their most perilous adventures, and share their tactics for staying awake for days on end and enduring the tight, cold quarters of their 18-wheeled "offices."

From the breathtaking landscape of frozen Canada to the cramped cab of the big rig, ICE ROAD TRUCKERS: ON AND OFF THE ICE delivers the chills and the thrills of this "calling of the wild."

- Impulse buy priced at \$12.95 SRP.
- Timed to release during the multi-million dollar ad campaign and premier of *Ice Road Truckers Season 2*, when awareness for the show is at its peak.
- Season One of ICE ROAD TRUCKERS broke network rating when it premiered with 3.4 million viewers.
- Includes three feature-length specials new to DVD that reveal the real stories of what went on during Season One of the hit series.
- Bonuses include bios of the truckers.

DVD

PREORDER MAY 27 RELEASE JUNE 24

SPECIAL FEATURES: Biographies of the Truckers

\$12.95 SRP U.S.
\$14.95 SRP CANADA

Single
Approx. 2 hrs.,
21 mins. + extras,
Reality Television,
Color

CATALOG NO. AAAE114560
UPC 7-33961-11456-0
ISBN 1-4229-1301-5

RELATED & RECOMMENDED



ICE ROAD TRUCKERS: THE COMPLETE SEASON ONE Follow the competition and camaraderie of six truckers over a season on the ice road, as they brave white-outs, thin ice, and the deadly cold to perform one of the most dangerous jobs in the world. DVD AAAE77610

DOG THE BOUNTY HUNTER: THE BEST OF SEASON 1 One From Honolulu to Colorado, no door is strong enough to stop Dog and his fearsome posse. DVD AAAE71745

newvideo.com

Distributed in Canada by
Paradox Entertainment Group,
175 Bloor St E, STE 1400 N Tower,
PO Box 64, Toronto, ON M4W 3R8
Tel: (800) 267-1216, E-mail: info@paradoxeg.com



Distributed in the U.S. by New Video
902 Broadway, 9th fl, New York, NY 10010
Tel: (212) 206-8600
E-mail: info@newvideo.com

DISTRIBUTED BY
NEWVIDEO

