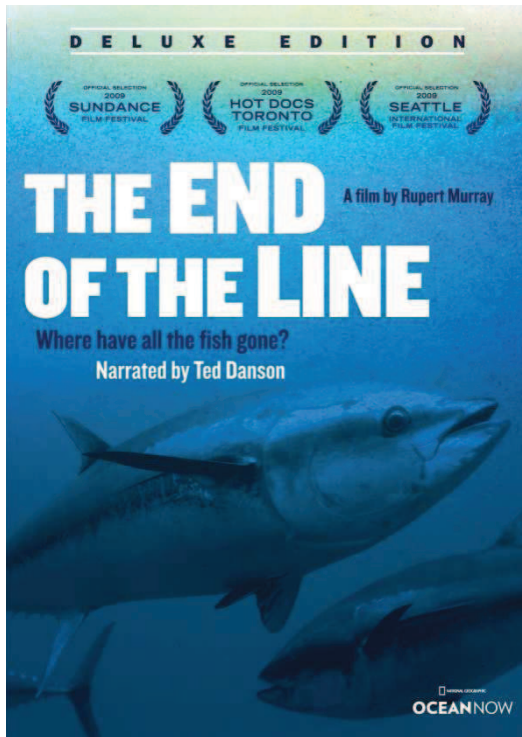


PREORDER JAN 26 RELEASE FEB 23

NEW RELEASE: DOCURAMA



*Artwork not final

SYNOPSIS Imagine an ocean without fish. This is the future—in less than 40 years—if we do not stop, think and act. Narrated by Ted Danson and based on the acclaimed book by Charles Clover, *THE END OF THE LINE*, shows firsthand the effects of our global love affair with fish as food. It examines the imminent extinction of bluefin tuna, the huge overpopulation of jellyfish and the prospect of certain mass starvation. Filmed over two years across the world – from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market – featuring top scientists, indigenous fishermen and fisheries enforcement officials, *THE END OF THE LINE* is a wake-up call to the world.

THE END OF THE LINE

The inconvenient truth about overfishing's impact on our oceans

- Narrated by Ted Danson, *THE END OF THE LINE* premiered at 2009's Sundance Film Festival; the film enjoyed a national theatrical release in 12 US markets including NY and LA in 2009.
- Endorsed by National Geographic and Greenpeace, this lavish, \$2-million production, filmed over two years around the world, features gorgeous underwater shots of our precious oceans.
- Overfishing is the next great environmental disaster to gain worldwide attention, with a prediction of no fish left by 2048; the DVD is timed to release for the March vote by the Convention on International Trade on whether fishing of bluefin tuna should be banned.
- The DVD includes over 60 minutes of additional footage delving more deeply into the issues, as well as a wallet-sized sustainable seafood guide.
- Grassroots marketing and PR outreach will target mainstream and environmental, sustainable/slow food and politically progressive audiences (SustainableTable.com, etc.); promotional efforts coordinating with Greenpeace, Oceana, National Geographic and WWF, and Fish2Fork.com launch/restaurant event screenings in January.

PRODUCT INFORMATION

DVD FEATURES: Six 10-minute short films go deeper into the issues; messages from Ted Danson; short film on The Coral Triangle; sustainable fish guide insert

SRP: \$26.95 U.S.

FORMAT: Single

PACKAGING: Single amaray

LENGTH: Approx. 83 mins + extras

GENRE: Documentary

YEAR: 2008

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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A CRUDE AWAKENING



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