

# PORTLANDIA



## "CHARMING AND FUNNY"

—THE LOS ANGELES TIMES

The Dream of the 90's is alive in Portland with *Saturday Night Live*'s **FRED ARMISEN** and alt-rock star **CARRIE BROWNSTEIN** thinking globally but acting very locally by setting their sight on Portland, Oregon's politically correct subculture. The sketch comedy includes a huge roster of guest stars including **Kyle MacLachlan**, **Jason Sudeikis**, **Aimee Mann**, **Steve Buscemi**, **Sarah McLachlan** and **Heather Graham**.

**AVAILABLE DECEMBER 6, 2011**

**PRE-BOOK BY NOVEMBER 1, 2011**

**\$26.95**  
SRP

**\$16.95**  
SRP



## Over 2.5 million YouTube views and 75,000 Facebook "Likes"

Available as a  
**Blu-ray/DVD combo**  
or  
**DVD**

**BLU-RAY/DVD** // SKU: BR01838  
UPC: 778854183896

**DVD** // SKU: BR01837  
UPC: 778854183797

132 minutes

### FEATURES:

- Includes all 6 episodes of the first season on 1 disc
- Bonus features include extended & deleted scenes, bloopers, cast & crew commentary over all episodes, and more!

### SALES POINTS:

- High-profile US launch on IFC and limited Canadian access has created **huge demand!**
- **1,103,686 Video On Demand** orders (Source: Rentrak 1/20/11 – 9/11/11)
- IFC will be airing 60, .15 second **TV ads** on the IFC Channel to promote the DVD and Blu-ray Release (Retailer Tags are available).
- **Heavy marketing and promotional efforts** by IFC via internet, social media and email blasts.
- **Extensive write ups** in Major Media & Entertainment Publications like *Entertainment Weekly*, *New York Times*, *Boston Globe*, *Los Angeles Times*, to name a few.

**MVDvisual**

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