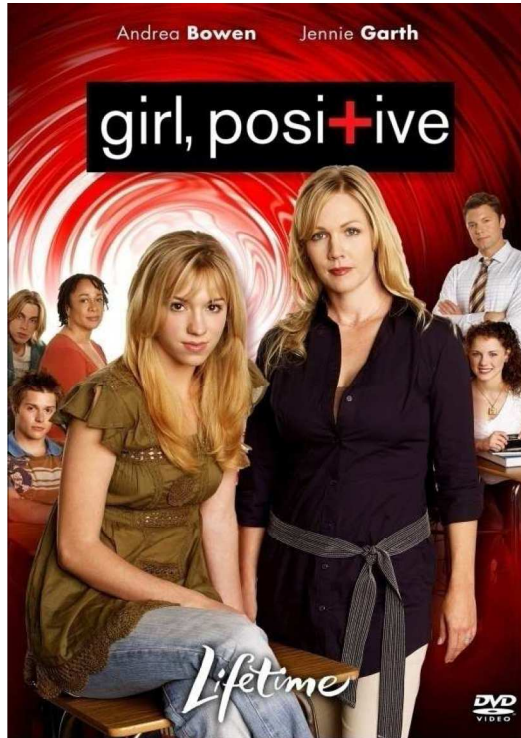


PREORDER MAR 30 RELEASE APR 27

NEW RELEASE: LIFETIME MOVIE



**SYNOPSIS** A middle class, high school student's (Andrea Bowen) world is suddenly thrown into a tailspin when she tests positive for the HIV virus. While trying to navigate this new turn her life has taken, she finds an unlikely ally in a teacher (Jennie Garth) who has secretly lived with the disease for years.

# GIRL, POSITIVE

*A film for mothers to share with their daughters*

- Starring Jennie Garth (*90210*, *What I Like About You*) and Andrea Bowen (*Desperate Housewives*).
- This captivating original movie was one of the highest rated on the network, and its premier shattered the timeslot with over 3 million women ages 18 – 49 watching.
- A highly relevant feature length film for parents and teens to watch, at the impulse buy price of \$14.95 SRP.
- Release date will coincide with a brand-wide Mother's Day initiative, and marketing and promotion will include tagged spots and Lifetime network inventory, press release and special press mailing,.
- Marketing and promotion will target women's sites, as well as Jennie Garth's devout fan base consisting of over 57K twitter followers and fan pages for the 2008 remake of *90210*.

## PRODUCT INFORMATION

BONUS FOOTAGE: Additional Footage

SRP: \$14.95 U.S.  
FORMAT: Single  
PACKAGING: Amaray  
LENGTH: Approx. 88 mins.  
GENRE: Drama  
YEAR: 2007

LANGUAGE: English  
COLOR: Color  
WIDESCREEN:  
AUDIO FORMAT: Stereo  
UNITS PER CARTON: 30

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