



SYNOPSIS Neil Patrick Harris (*How I Met Your Mother*) stars as Billy, AKA Dr. Horrible, a budding supervillain whose plans for world domination continually go awry. His two goals: getting accepted into the Evil League of Evil, and working up the guts to speak to his laundromat crush Penny, played by Felicia Day (*The Guild*). The only thing standing in his way is Captain Hammer, Billy's superhero archnemesis played by Nathan Fillion (*Firefly*). With one big score, Billy could get into the E.L.E. and earn the respect of Penny, but only if he can keep her away from the dashing Captain Hammer...

DISTRIBUTED BY
NEWVIDEO
newvideo.com

Distributed in the U.S. by
New Video, 902 Broadway, 9th FL
New York, NY 10010



Distributed exclusively in Canada by
E! Entertainment, 175 Bloor Street East,
North Tower, Suite 1400
Toronto, ON, M4W 3R8

PREORDER APR 27 RELEASE MAY 25

NEW RELEASE: NEW VIDEO NYC

DR. HORRIBLE'S SING-ALONG BLOG BLU-RAY

The Emmy®-winning smash is back in Blu-Ray!

- The *Dr. Horrible's Sing-Along Blog* DVD shipped over 60K units in its first 6 months; the Blu-Ray offers the ultimate Dr. Horrible experience with superior sound and video for collectors and new fans alike.
- The film keeps growing in popularity and awareness: its Emmy® win for Outstanding Special Class was followed by a hilarious original clip featured during Neil Patrick Harris's hosting of the Emmys®.
- Awareness continues to skyrocket for Neil Patrick Harris (*How I Met Your Mother*, Tony and Emmy® host, *Cloudy with a Chance of Meatballs*); Joss Whedon (*Dollhouse*, *The Cabin in the Woods*); Nathan Fillion (*Castle*); Felicia Day (*The Guild*); and Simon Helberg (*The Big Bang Theory*).
- Grassroots marketing efforts will target fans of Joss Whedon, Harris, and Fillion, cult scifi fans, and pop culture sites with giveaways and social media outreach; promotional events and materials at Comic-Con and other conventions.
- PR campaign will focus on securing national press for Harris, Whedon, Fillion, and Day.

PRODUCT INFORMATION

DVD FEATURES: Two commentaries, including "Commentary: The Musical" featuring 42 minutes of new music; making of; Evil League of Evil Application videos from fans

SRP: \$19.95 U.S., \$22.95 CAN

FORMAT: Blu-ray single

PACKAGING: Single Blu-ray

LENGTH: Approx. 42 mins + extras

GENRE: Comedy

YEAR: 2008

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

RELATED & RECOMMENDED



DR. HORRIBLE'S SING-ALONG BLOG



THE GUILD: SEASONS 1 & 2

NEW VIDEO NYC

CAT NO. NNVG212130

UPC 7-67685-21213-4

ISBN 1-4229-7476-6