



German FALCON CREST Fan Club

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PRESS STATEMENT

For Immediate Release

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Season 3 Release (DOD) in Germany

Neumarkt and Hamburg/Germany; Burbank, CA/USA —

Following the cooperation with Warner Home Video, www.falconcrest.org is happy to announce the release of season 3 as a DOD edition (disc on demand) in Germany.

For the first time in Germany, Warner Home Video's DOD program (internationally also referred to as MOD — manufactured on demand) will bring niche products to DVD, which have only been requested by a limited circle of enthusiasts.

The serials or movies are burnt on DVD – R discs without any significant difference compared to pressed discs. In particular, new technology has made it possible to include various audio layers also to DOD discs (the original American English audio as well as the German dubbing). The main difference compared to "regular" box sets is that the packaging only includes an inlay card with artwork on the outer sleeve; there are no episode guides, and there is no carton sleeve around the plastic box.

In Germany, WHV's DOD program is available exclusively through www.amazon.de.

The DFCF has to point out that, with an DOD edition, it makes no sense to wait for price reductions as those typically happen only in the case of regularly manufactured box sets. Prices for DOD editions will not drop significantly because each box is individually made to order. "We hope that the fans pre-order as soon as possible because particularly the sales in the first three months after the release are important in the evaluation if the product breaks even", DFCF President Thomas J. Pucher says. "Compared to seasons 1 and 2, Warner Bros. spent an enormous amount of money on the picture remastering. From what we heard from WHV, we will get the most brilliant picture of the series ever."

According to WHV Marketing Director Kai Marner, it is no coincidence that season 3 was selected as WHV's first DOD series in Germany. The DFCF had been campaigning for three years to convince WHV of the release's economic viability. But the fan club leaves no doubt that only satisfying sales figures close to the release date will ensure the continuation of the serial's DVD release. "We hope that the fans will not disappoint us. They have to buy now, or else we will not see another season on DVD," Pucher adds. "Special thanks to Mr. Marner for his dedication to the project and the pleasant cooperation."

Board of Directors:

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