



## **THE WIZARD OF OZ**

### **70<sup>th</sup> Anniversary Ultimate Collector's Edition**

**Warner Home Video Celebrates the Beloved Classic  
with Spectacular New Blu-ray Version September 29**

**16 Hours of Enhanced Content, Four of Which Are Brand New, Includes  
New Documentaries, Featurettes, a Sing-Along Track  
and Extraordinary Collectibles**

Burbank, Calif. June 9, 2009 – It is difficult to imagine a motion picture more magical and more wonderful than Metro-Goldwyn-Mayer's wonderful *The Wizard of Oz*. Over the last seven decades, the film has indelibly woven itself into America's cultural consciousness: Is there anyone who doesn't immediately think of the film upon hearing the words, "Dorothy," "Toto," "Emerald City," "Ruby Slippers" and "Yellow Brick Road" -- or the lines to the song "Over the Rainbow?"

Now, the colorful characters and unforgettable songs of **Oz** come alive as never before when Warner Home Video brings this cinematic treasure into the digital age with the September 29 Blu-ray release of ***The Wizard of Oz 70<sup>th</sup> Anniversary Ultimate Collector's Edition***. The commemorative edition contains nearly 4 hours of all-new and never-before-available bonus features and is housed in numbered collectible packaging, and will be available for a limited time only for \$69.92 SRP (DVD) and \$84.99 SRP (Blu-ray Hi-Def). Orders are due by August 25.

In order to bring all the visual splendor of *The Wizard of Oz* to the Hi-Def world of Blu-ray Disc, the film has been entirely remastered, with each of the original Technicolor camera negatives scanned using 8K resolution. From this scan, a final 'capture' master was created in 4K, yielding twice the resolution seen in the master utilized for the film's previous DVD release.

Working in 'full film Resolution', extreme care was taken to ensure that all of the image fidelity contained in the original negatives was properly captured for this new presentation. The sounds of Oz will come alive on Blu-ray disc utilizing the full audio spectrum capabilities available through Dolby TrueHD audio. The net result is one of unprecedented quality that is sure to make ***The Wizard of Oz 70<sup>th</sup> Anniversary Edition*** a benchmark in the history of the Blu-ray format.

The following components are **ALL-NEW** and exclusive to this release:

***The Dreamer of Oz*** – which makes its long-awaited home video debut. Also remastered for the occasion, this full-length motion picture was an NBC-TV special event in 1990 and thrilled critics and audiences as it told the back story of author L. Frank Baum, "the Royal Historian of Oz." John Ritter shines in the title role -- the man who defied all odds to create the famous characters and stories. Annette O'Toole beautifully co-stars as his supportive wife, with Rue McClanahan as his challenging witch of a mother-in-law.

***Victor Fleming, Master Craftsman*** -- a new feature-length documentary produced specifically for this release about the Hollywood director who, in the same year, miraculously brought both *Oz* and *Gone With the Wind* to the screen.

***Hollywood Celebrates It's Biggest Little Stars***-- a new featurette that stars seven of the original "Munchkins of Oz" and tells the saga of the long journey, culminating in them receiving their own 2007 Star on the Hollywood Walk of Fame.

***The Magic Cloak of Oz*** -- the first release of the *complete* 1914 silent film, including lost footage never before included in a home video presentation of this feature (produced by Baum himself).

***The Patchwork Girl of Oz*** -- another 1914 Baum-produced, feature-length silent film, new to Warner Home Video.

***The Wizard of Oz Sing-Along Track*** -- *here* making its home entertainment debut.

***Reproductions of Archival Material*** -- Extraordinary renderings of the original 1939 Oz campaign, exploitation, and press books. These materials constitute a Hollywood "holy grail" for Oz, Garland, and motion picture fans alike and, for decades, have been among the most sought-after and impossible-to-find collectibles.

***Behind The Curtain*** -- a 52-page miniature coffee-table book, assembled by pre-eminent Oz historian John Fricke. Encompassing much previously unpublished material, the deluxe volume includes behind-the-scenes Oz photographs, studio memos, and script pages for abandoned scenes and musical numbers.

***Exclusive Wizard of Oz Watch*** -- A collectible and numbered 70<sup>th</sup> Anniversary watch, incorporating art from the film and enhanced with genuine crystals. Available nowhere else, this beautiful timepiece was created specially for this DVD edition.

And for the Blu-Ray Ultimate Collector's Edition, the original extended version of "If I Only Had a Brain" performed by Ray Bolger has been remastered in hi-definition especially for this release.

### **About the Movie**

Adapted from L. Frank Baum's timeless children's tale about a Kansas girl's journey over the rainbow, ***The Wizard of Oz*** opened at Grauman's Chinese Theater on August 15, 1939. The film was directed by Victor Fleming (who that same year directed *Gone With the Wind*), produced by Mervyn LeRoy, and scored by Herbert Stothart, with music and lyrics by Harold Arlen and E.Y. Harburg. Ray Bolger appeared as the Scarecrow; Bert Lahr as the Cowardly Lion, Jack Haley as the Tin Woodman. Frank Morgan was seen in six different roles, including

that of the "wonderful Wizard" himself. Dorothy was portrayed by a 4'11" sixteen year old girl who quickly earned her reputation as "the world's greatest entertainer"-- the incomparable Judy Garland.

***The Wizard of Oz*** received five Academy Award nominations, including Best Picture, and captured two Oscars<sup>®</sup>-- Best Song ("Over the Rainbow") and Best Original Score -- plus a special award for Outstanding Juvenile Performance by Judy Garland. The film was an overwhelmingly popular and critical success upon its initial release and repeated its ability to captivate audiences when M-G-M reissued the film in 1949 and 1955. The film made a new kind of history with its network television premiere in 1956 on CBS. Nearly 45 million people tuned in for this initial telecast, marking the beginning of an annual tradition. Ever since, ***The Wizard of Oz*** has been shown virtually annually on network (and then cable) television; its magical story and heartfelt performances have enabled it to grow from a perennial classic to its current status as a treasured icon of popular culture.

## **TWO DISC DVD SPECIAL FEATURES**

### Disc 1

- Remastered feature with Dolby Digital 5.1 Audio (NEW)
- Sing-along Track (NEW)
- Commentary by John Fricke with Barbara Freed-Saltzman (daughter of Arthur Freed), Margaret Hamilton, Ray Bolger, Jack Haley, John Lahr (son of Bert Lahr), Jane Lahr (daughter of Bert Lahr), Hamilton Meserve (son of Margaret Hamilton), Dona Massin (MGM choreographer), William Tuttle (make-up artist), Buddy Ebsen, Mervyn LeRoy, and Jerry Maren
- *The Wonderful Wizard of Oz* Storybook
- *Prettier Than Ever: The Restoration of Oz*
- *We Haven't Really Met Properly*
- Music and Effects Track
- Original Mono Track

### DISC 2

- *The Wonderful Wizard of Oz: The Making of a Movie Classic* [1990 TV special]
- *Memories of Oz* [2001 TCM documentary]
- *The Art of Imagination: A Tribute to Oz*
- *Because of the Wonderful Things it Does: The Legacy of Oz*
- Harold Arlen's Home Movies
- Outtakes and Deleted Scenes
- *It's a Twister! It's a Twister! The Tornado Tests*
- *Off to See the Wizard*
- 3 Vault Shorts
- Audio Jukebox Selection
  - *Leo Is on the Air* Radio Promo
  - *Good News of 1939* Radio Show
  - 12/25/1950 Lux Radio Theater Broadcast
- Still Galleries
- Six Theatrical Trailers

**DVD & BLU-RAY HI-DEF ULTIMATE COLLECTOR'S EDITIONS**

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Includes everything listed in the Two Disc SE as well as the following:

### Disc 3

- *Victor Fleming: Master Craftsman* (NEW)
- *L. Frank Baum: The Man Behind the Curtain*
- *Celebrating Hollywood's Biggest Little Stars* (NEW)
- *The Dreamer of Oz* [1990 TV special] (NEW)
- *The Wonderful Wizard of Oz* (1910)
- *The Wizard of Oz* [1933]

### Disc 4

- *His Majesty, The Scarecrow of Oz*
- *The Magic Cloak of Oz* [1914] (NEW)
- *The Patchwork Girl of Oz* [1914] (NEW)
- *The Wizard of Oz* [1925 feature]

(Blu-ray Hi-Def will have Discs 1 & 2 and Discs 3 & 4 combined)

Also included are unique premiums:

- Collectible and numbered 70<sup>th</sup> Anniversary ***Wizard of Oz*** watch with genuine crystals
- Replica of the original film budget
- *Behind the Curtain*, A 52-page, coffee-table book
- Reproduction of the original 1939 campaign book

### **EXCLUSIVE TO THE DVD and BLU-RAY HI-DEF RAY ULTIMATE COLLECTOR'S EDITIONS**

- Digital Copy on Disc

### **EXCLUSIVE TO BLU-RAY HI-DEF ULTIMATE COLLECTOR'S EDITIONS:**

- *MGM: When The Lion Roars* Documentary

### Consumer Products' Initiatives and Other Marketing Support

Major marketing initiatives have been designed to bring this DVD event "over the rainbow." The most prominent is Warner Bros. Consumer Products' celebration of fashion and fine art, the primary intention of which has been to introduce the movie to a whole new generation.

Making sure all eyes will be on *The Wizard of Oz* outdoors, Warner Home Video is using one of the film's iconic images, a colorful seven story hot air balloon, stunningly decorated with the film's logo and characters, to tour America in the months preceding the release date. The first unveiling of this spectacular seven-story balloon occurred at today's Fashion Institute of design and Merchandising (FIDM) event where the DVD was officially announced. Subsequently, the balloon will appear at various festivals across the United States, culminating in an appearance at the September 24 Tavern on the Green event in New York.

The Ruby Slipper Collection exhibit, comprised of 19 re-interpreted Ruby Slippers created by an elite group of 20 famous, high-end fashion designers, was launched a year ago and has been touring various international venues, including Saks Fifth Avenue stores throughout the world. A June gala evening to celebrate the exhibit's last stop was held today at the Fashion Institute of Design Museum (FIDM) in Los Angeles.

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To conclude the year-long celebration of the 70th Anniversary of *The Wizard of Oz*, an elaborate Gala event at New York's Tavern on the Green will be held on September 24 and will include an auction of the one-of-a-kind slippers with 100% of the proceeds going to the Elizabeth Glaser Pediatric AIDS Foundation. The event will be preceded by a celebrity-attended screening at the New York Film Festival.

Additional Warner Consumer Products efforts include Oz-inspired fine art collections and exhibits (paintings, graphics, sculptures); costumes, dolls, toys, games, jewelry, clothing, cosmetics, and a month-long Happy Meal promotion at McDonald's Restaurants.

A massive consumer advertising campaign sure to create vivid impressions among a wide audience includes national cable TV spots, print ads in national entertainment publications such as *People*, *Real Simple* and *American Profile*, and online advertising on entertainment and classic film sites. There will also be a dedicated official site for all Oz-related events and products: [www.thewizardofoz.warnerbros.com](http://www.thewizardofoz.warnerbros.com).

***The Wizard of Oz 70<sup>th</sup> Anniversary Edition***

Street Date: September 29, 2009

Order Due Date: August 25, 2009

Rating: G

***Blu-ray Hi-Def Ultimate Collector's Edition***

\$84.99 SRP

Catalog # 1000044112

***Ultimate Collector's Edition (SD)***

\$69.92 SRP

Catalog # 1000043710

***Two-Disc Special Edition***

\$24.98 SRP

Catalog #: 1000089121

With operations in 90 international territories, Warner Home Video, a Warner Bros. Entertainment Company, commands the largest distribution infrastructure in the global video marketplace. Warner Home Video's film library is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures, Turner Entertainment, Castle Rock Entertainment, HBO Home Video and New Line Home Entertainment.

Note: All enhanced content listed above is subject to change.

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