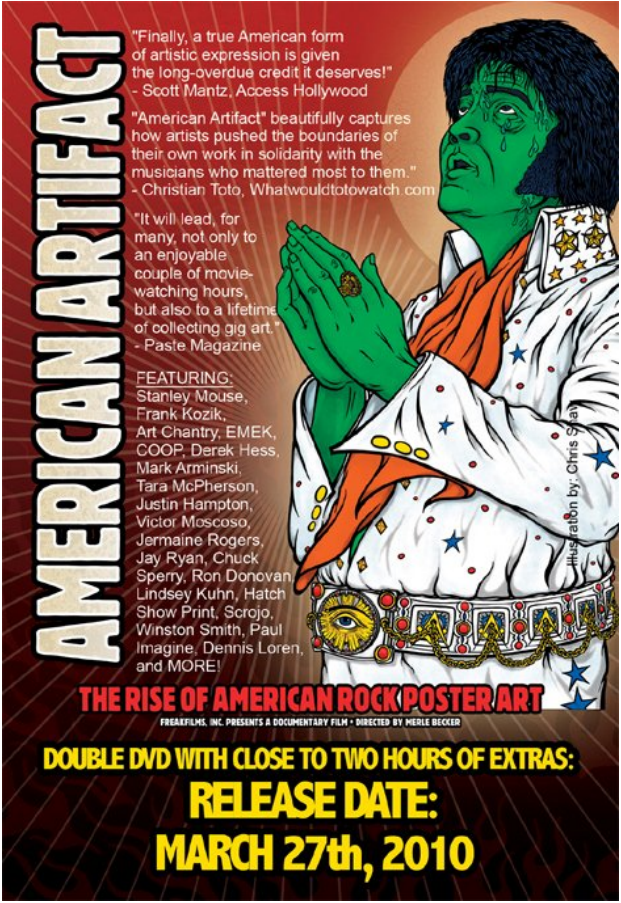




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“AMERICAN ARTIFACT” DVD RELEASE DATE ANNOUNCED: MARCH 27th, 2010



New York, NY (December 28, 2009) -

"American Artifact: The Rise of American Rock Poster Art", the documentary about the history and subculture of rock poster art in America, will finally be released on DVD on Saturday, March 27th, 2010.

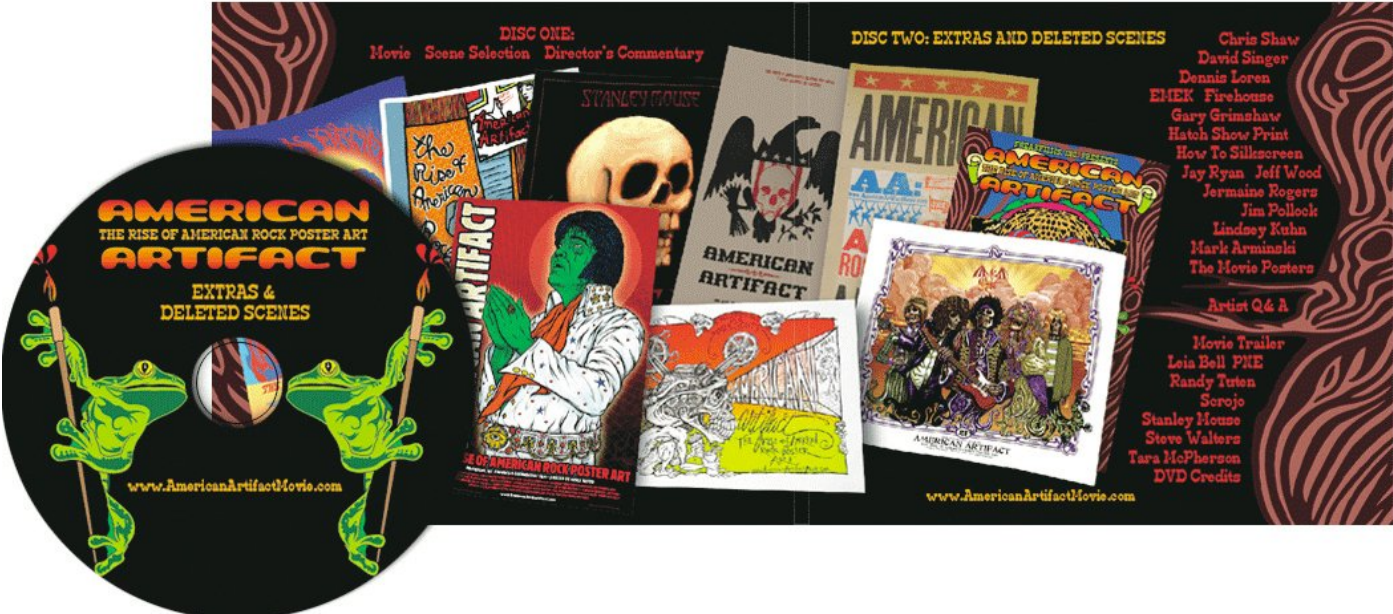
The double DVD will feature the movie, close to two hours of extras and deleted scenes, and director's commentary.

The film, which has been touring around the country, has also recently been asked to be part of the permanent collection at the Rock and Roll Hall of Fame.

The American Artifact DVD will be available for \$25 USD at select venues across the USA, Amazon.com, and through the movie's website: www.AmericanArtifactMovie.com. International shipping will also be available.

The event will be marked by a DVD release party at the poster-adorned restaurant, The Wherehouse in Newburgh NY, and will include a free movie screening and meet-and-greet with director Merle Becker, as well as music by The Rhodes (<http://www.myspace.com/therhodesmusic>). Admission is free, and seating is limited. (First come, first serve).

Details for the DVD release party are:
Saturday, March 27th 6p (movie at 7:30p)
The Wherehouse
119 Liberty Street
Newburgh, NY 12550
845.561.7240



For more information about "American Artifact" go to: www.AmericanArtifactMovie.com.
To request a DVD for review, email your request to: americanartifact@freakfilms.com.