



Br³⁵eaking Ba⁵⁶d

Series Premiere Jan 20 **Sundays 10pm/9c**



"AMC has reinvented itself as the next powerhouse for cutting-edge programming" – *Newsweek*

"BREAKING BAD is gutsy, groundbreaking, fresh television" – *Multichannel News*

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DJs – Send us your **BREAKING BAD** air-check and we'll send your Radio Station a new Flip® Video Camera to capture your posse's **BREAKING BAD** behavior! Use this talking point:

When high school chemistry teacher Walter White couldn't get a break... He broke bad. From the network that brought you MAD MEN, comes a new original series Esquire Magazine calls "a darkly comic howl..." BREAKING BAD: Change the Equation. Premieres this Sunday, January 20 at 10/9c only on AMC. Promotional consideration provided by AMC.

See offer details below. Email air-checks to Doug@GREATtv.com by 1/30/08.

Chemistry: the study of change. Apply heat and, *boom*, no going back. Meet Walter White, high school chemistry teacher. Sleepwalking through life when, *boom*, a terminal diagnosis changes everything. Liberates him. Empowers him to "break bad" and use his chemistry skills anew to finance the future for his struggling family. It's an uncontrolled experiment with the American dream. And it finally wakes him up. **BREAKING BAD: Change the Equation.**



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Break Bad (v.) 1. to challenge convention 2. to defy authority 3. to raise hell

DJs –Ask your listeners about their favorite Breaking Bad celebrity moments!

- Britney. Head Shaving, etc., etc., etc. ... Absolutely **Breaking Bad**
- Michael Vick. Dogs. Fundamentally **Breaking Bad**
- Larry Craig. Men's Room. Sadly **Breaking Bad**

Does your morning show ever break bad? Yeah, we thought so ...

