

"IRRESISTIBLE"

- ENTERTAINMENT WEEKLY

"COMPELLING"

- CHICAGO SUN-TIMES

"IT'S TOTALLY ORIGINAL"

- NEW YORK POST

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DISC ONE

EPISODES 1-4

You haven't seen *The Apprentice* until you see it on DVD! Donald Trump, one of America's most successful businessmen, teams up with executive producer Mark Burnett (*Survivor*) to create a thrilling, no-holds-barred game where the ultimate prize is the dream job of a lifetime.

## DISC ONE

### Episode 1: MEET THE BILLIONAIRE

The sixteen hopeful "applicants" for the position of Apprentice are split into two teams along gender lines: "Versacorp" (the men) versus "Protégé" (the women). Their first assignment from Donald Trump is to use \$250 in seed money to sell lemonade on the streets of New York. The team with the highest profits will receive a reward for their hard work, while the losing team will have to face up to their failures in the dreaded boardroom.

### Episode 2: SEX, LIES AND ALTITUDE

Truth in advertising is put to the test when the teams are taken to the famed Deutsch agency for their next task: to create an ad campaign for Marquis Jets, a private jet company catering to the corporate world. At the end of the day, it's style vs. substance as the men take a traditional approach to the project, while the women's campaign tests the popular theory that sex sells.

### Episode 3: RESPECT

Negotiation is the name of the game as each team must buy a list of items for the lowest possible price. With time running out, it's a scavenger hunt for job survival through the streets of New York that will have one losing contestant hearing the dreaded words, "You're fired!"

### Episode 4: ETHICS SHMETHICS

It's a battle of the bottom lines as the teams are assigned individual nights to manage the night shift at Planet Hollywood in Times Square and improve the revenues from that same night one year before. The women of Protégé generate enthusiasm by using their sex appeal to increase profits at the most lucrative part of the popular restaurant: the bar. Meanwhile, the men of Versacorp resort to questionable, but profitable, tactics when business starts to slow.

Applicants: Bill Rancic, Kwame Jackson, Amy Henry, Nick Warnock, Troy McClain, Katrina Campins, Heidi Bressler, Omarosa Manigault-Stallworth, Erika Vetrini, Tammy Lee, Jessie Conners, Kristi Frank, Bowie Hogg, Sam Solovey, Jason Curis, David Gould



Created by Mark Burnett Executive Producer Mark Burnett Executive Producer Donald Trump  
Co-Executive Producers Jay Bienstock, Conrad Riggs Supervising Producer Kevin Harris  
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THE APPRENTICE THE COMPLETE FIRST SEASON

COLOR/DUAL LAYER

Language: English Dolby Digital 2.0

Captions: English

Subtitles: Español, Français

Full Frame 1.33:1

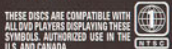
Approx. 3 Hrs. 6 Mins.

Not Rated

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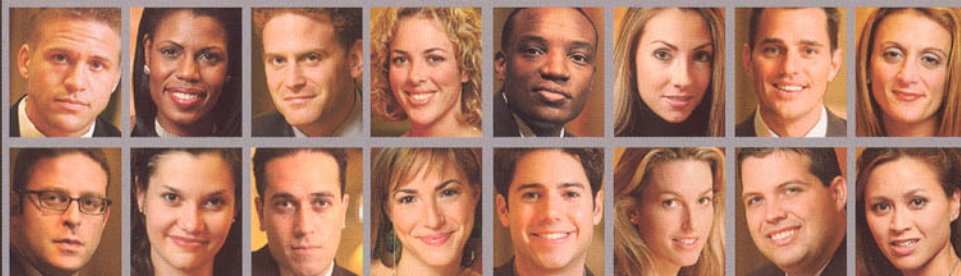
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