

'Sons of Anarchy' app to sell goods during show

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(AP) -- Watching organized crime shows apparently has a way of bringing out people's fashion sense.

News Corp.'s [pay TV](#) channel FX is teaming up with sister movie studio [20th Century Fox](#) on an [iPad](#) app that will follow along during airings of the hit show "Sons of Anarchy" and offer up ways to buy products that appear on screen.

Some of the items include "Gimme Props Reaper Gold Rings," which are exact replicas of ones used in the biker gang show, and boot-cut jeans from Seven For All Mankind.

The app, called "SOA Gear," is set to launch on Nov. 1, the same day that the ninth episode of the current fourth season will air on TV. The app will also work with Blu-ray discs of season three.

The app follows along by picking up on audio clues in the show, or through a timer that the user can start when the show begins. Alternatively, users can flip through manually.

"Sons of Anarchy" is having its best season yet, drawing on average 5.8 million viewers per new episode, up about 30 percent from the previous season.

FX Networks' President John Landgraf said in a statement that the app will provide loyal fans new ways to interact and expand their association

with the show.

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