
SONY PICTURES CLASSICS

**POM WONDERFUL PRESENTS:
THE GREATEST MOVIE
EVER SOLD**

Official Selection:

Sundance Film Festival 2011
Miami International Film Festival 2011
SXSW Film Festival 2011 | CinemaCon 2011

www.thegreatestmovieeversold.com

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East Coast Publicity
Rubenstein Communications, Inc.
Jayna Zelman
Susan Arons
1345 Avenue of the Americas
New York, NY 10105
Phone (212) 843-8000
jzelman@rubenstein.com
sarons@rubenstein.com

West Coast Publicity
Block-Korenbrot
Rebecca Fisher
Melody Korenbrot
110 S. Fairfax Ave., Ste 310
Los Angeles, CA 90036
Phone (323) 634-7001
rfisher@bk-pr.com
mkorenbrot@bk-pr.com

Distributor
Sony Pictures Classics
Carmelo Pirrone
Lindsay Macik
550 Madison Avenue
New York, NY 10022
Phone (212) 833-8833

POM Wonderful Presents: The Greatest Movie Ever Sold

SYNOPSIS

Boundary-pushing Oscar®-nominated filmmaker Morgan Spurlock explores the world of product placement, marketing and advertising in *POM Wonderful Presents: The Greatest Movie Ever Sold*, a film that was fully financed through product placement from various brands, all of which are integrated transparently into the film.

While using brands in film promotion is not new for Hollywood, it certainly is new territory for the documentary format. Spurlock exploits the phenomenon to new heights, with everything from branded pizza boxes and in-flight film promotions to branded-everything in-film.

With humor and insight, *POM Wonderful Presents: The Greatest Movie Ever Sold* unmask the marketing process to bring audiences behind closed doors directly into the pitch meetings and marketing presentations which ultimately inform our everyday entertainment decisions. Sponsors were provided with brand category exclusivity. The brands that agreed to sponsor the film placed Spurlock front and center in their brand campaigns and advertisements, both on and off-line. Partners have the unique right to promote themselves in association with Spurlock and the film as “The Greatest.” The agreements also stipulate that Spurlock maintains creative control of the film’s content and final edit.

POM Wonderful Presents: The Greatest Movie Ever Sold is directed by Morgan Spurlock, written by Spurlock and Jeremy Chilnick, and produced by Spurlock, Chilnick and Abbie Hurewitz through Spurlock’s production company, Warrior Poets, along with Snoot Entertainment’s Keith Calder and Jessica Wu, who produced.

DIRECTOR'S STATEMENT

It was two years ago when we first got the idea to make *POM Wonderful Presents: The Greatest Movie Ever Sold*. It began with a conversation between me and my producing partner and co-writer, Jeremy Chilnick, where we talked about the TV show *Heroes* and their less than subtle inclusion of the Nissan Rogue into the show's storyline.

We then started talking about all the big summer movies, from Transformers to Iron Man to James Bond, and about how all those product placements were more than just advertisements for products, they were tools that made these movies' footprints and awareness even bigger ... these —co-promotions helped turn them into blockbusters.

And we wondered, if a little movie, even a documentary, had the same type of partnerships and co-promotion opportunities, could it have a bigger presence? Would it have the same influence? Could a doc reach the same level of awareness and marketability of a summer blockbuster? Would it be a —doc-buster?

Brands are everywhere these days. It seems like I can't go to any event these days without someone —sponsoring it. Sporting events, concerts, anything. So, why not a movie? Better yet, why not a movie that examines the whole phenomenon that is actually paid for by the companies themselves. That was the jumping off point.

Now product placement isn't a new phenomenon. In the 1800s, Jules Verne sold the naming rights to shipping companies in *Around the World in 80 Days*, and in the early days of film, Thomas Edison put ads for his own products in his movies. But television has always been its own animal. When it first began, shows were actually paid for and written by the advertisers, and the whole purpose was to sell a product. (Let's not forget that soap operas were created by soap companies for the sole purpose of selling more soap to moms!)

But as the popularity of film and television grew, the power of the advertisers diminished. It became about star power. It became about the content of the shows and the creativity of their creators. Over the last few decades though, that power has slowly been chipped away as more and more networks and outlets are competing for the same ad dollars and the same eyeballs. And so, the advertisers began to have power again – not only to get the air-time they wanted, but with the ability to dictate the content.

And so, here we are once again as we were in the beginning, with the birth of a new film and TV revolution (actually the TiVo Revolution), at the crossroads of money, power, influence, distribution, and creativity.

I wanted this film to explore the give and take that happens when you —play the game or at least what happens when you try, and I think the film will open a lot of people's eyes to the unbelievable conversations and situations that happen behind closed doors everyday in the entertainment and advertising businesses. It doesn't matter if you're a writer, director, producer, or musician ... you are affected by this on some level ... but not nearly as much as the consumer.

For in the middle of the thousands of hours of commercials and advertisements that we all see in our lifetime, there is an invisible curtain that makes us think this is the norm. That it's the way it should be.

The movie documents both the absurdity and pervasiveness of product placement in our daily lives and I saw my role on this film as both a filmmaker and an anthropologist. I needed to be careful that I did not become part of the punch line or part of the campaign. I had set out to see how important advertising is in our daily lives, maintaining that perspective was the only way I could get the movie made. I also wanted to maintain a healthy respect for all of the sponsors and what their goals are and meanwhile I remain the third eye observing it all.

I think this film does a great job of pulling that curtain back in a way we've never seen. After people watch this film, I think they will start to look at everything a little differently, especially the way they are marketed and advertised to every single day of their lives.

-- Morgan Spurlock

ABOUT THE FILMMAKERS

MORGAN SPURLOCK (Director/Writer/Producer)

Morgan Spurlock is a New York based writer, director and producer. His first film, *Super Size Me*, premiered at the Sundance Film Festival in 2004 and won him Best Directing honors. The film went on to win the inaugural Writers Guild of America best documentary screenplay award as well as garner an Academy Award nomination for best feature doc. Since then he has directed, produced and distributed multiple film and TV projects, including the critically acclaimed FX television series, "30 Days," and the films *Where in the World is Osama Bin Laden?*, *Confessions of a Superhero*, *Czech Dream*, *Chalk*, *The Future of Food*, *What Would Jesus Buy?*, and *Freakonomics*. He was most recently was nominated for a primetime Emmy Award as well as a Writer's Guild Award for *The Simpsons 20th Anniversary Special: In 3-D! On Ice!*, and is currently in post-production on his next feature documentary *Comic-Con Episode Four: A Fan's Hope*.

JEREMY CHILNICK (Writer/Producer)

Jeremy Chilnick is an Emmy nominated film and television producer. He is a partner in Morgan Spurlock's production company, Warrior Poets, where he currently oversees all aspects of production and development. After co-producing the Shopocalypse-chronicling documentary *What Would Jesus Buy?*, as well as the official Cannes selection *The Third Wave*, Jeremy has gone on to write, produce, and executive-produce multiple films and television shows. Since 2008, Chilnick has co-written and co-produced *Where in the World is Osama Bin Laden?*, *The Simpsons 20th Anniversary Special: In 3-D! on Ice!*, the documentary adaptation of The New York Times best-selling *Freakonomics* and the forthcoming *POM Wonderful Presents: The*

Greatest Movie Ever Sold. This year, Chilnick also received a Writer's Guild of America nomination for his work on *The Simpsons 20th Anniversary Special: In 3-D! On Ice!*.

ABBIE HUREWITZ (Producer)

Abbie Hurewitz is a documentary producer based in New York. Prior to producing *POM Wonderful Presents: The Greatest Movie Ever Sold*, she was a field producer on Participant Media's *Countdown to Zero*, directed by Lucy Walker; story producer on *Iraq for Sale: The War Profiteers*, directed by Robert Greenwald; and supervising producer on "NeoEd," an innovative educational series for Korean audiences. Other non-fiction credits include the feature *Peace by Peace: Women on the Frontlines*, which premiered at the U.N., and series television for TLC, A&E, Planet Green, and PBS. In addition to her documentary work, Abbie is also a commercial copywriter and producer whose clients include Sports Illustrated, HBO, MasterCard, Pernod Ricard, among others. She received a BA in Anthropology from Wesleyan University.

KEITH CALDER (Producer)

Keith Calder is an alumnus of the prestigious Peter Stark Film Producing MFA Program at the University of Southern California, where he has also served as adjunct faculty. He also received a BA in business administration and entrepreneurship from Carnegie Mellon University, where he was honored with the Entrepreneurial Finance Award.

Calder founded Snoot Entertainment in February 2004 to independently develop, finance and produce both live-action films and CG animated features with broad audience appeal. Snoot recently premiered *Bunraku* at this year's Toronto Film Festival on September 11th. The live action film stars Josh Hartnett, Demi Moore, Woody Harrelson, Ron Perlman, and Kevin McKidd, along with internationally renowned Japanese actors Gackt and Shun Sugata. The project was written and directed by Guy Moshe.

Snoot Entertainment released its first animated film *Battle for Terra* on May 1, 2009. The family science-fiction epic, which premiered at the 2007 Toronto Film Festival, featured a stellar voice cast including Evan Rachel Wood, Luke Wilson, Brian Cox, David Cross, Dennis Quaid, James Garner, Danny Glover, Justin Long, Rosanna Arquette, Ron Perlman and Danny Trejo. At last year's SXSW Film Festival, Snoot Entertainment debuted *Thunder Soul*, a documentary of Conrad O. Johnson and The Kashmere Stage Band who reunited for the first time in 35 years to play a tribute concert for their former teacher, mentor, and beloved bandleader. The film has since been acquired by Roadside Attractions which plans to release the film theatrically in the spring of 2011. Snoot most recently finished production on *Undocumented*, a thriller about a small group of documentary filmmakers who are plunged into unimaginable horror when they chronicle the trials and inequities faced by Mexican illegal immigrants. The film premiered at Fantastic Fest 2010.

In 2005, Calder also co-founded Snoot Entertainment's sister company Occupant Films with Felipe Marino and Joe Neurauter, which has produced the feature films *All the Boys Love Mandy Lane*, *The Key Man* and *The Wackness*. Occupant also produced *Peep World* premiering at last year's Toronto Film Festival which was acquired by IFC. Directed by Barry W. Blaustein, the film stars Michael C. Hall, Sarah Silverman, Rainn Wilson, Ben Schwartz, Judy Greer, Kate Mara, Taraji P. Henson and Ron Rifkin, and tells the story of four siblings who come to terms

with the publication of a novel written by the youngest sibling that exposes the family's most intimate secrets.

JESSICA WU (Producer)

Jessica Wu is Vice President of Snoot Entertainment. Along with Keith Calder, she produced *Battle for Terra*, *Bunraku* and *Undocumented*. Wu is a graduate from the Dramatic Writing Program at New York University's Tisch School of the Arts. Her film and television experience includes positions at management company The Firm in Los Angeles, HSI, a New York-based music video and commercial production company and the BBC.

DANIEL MARRACINO (Cinematographer)

Daniel has DP'd and co-DP'd features including; *What Would Jesus Buy?*, *Where in the World is Osama Bin Laden?*, *Sicko*, *Capitalism: A Love Story*, *Freakonomics*, *Fat Sick and Nearly Dead*, *Comic-Con Episode 4: A Fan's Hope* (2011 release) and the greatest movie he has ever shot, *POM Wonderful Presents: The Greatest Movie Ever Sold*.

THOMAS M. VOGT (Editor)

Working as an editor for the past 20 years, Tom Vogt started his career at the award-winning Colossal Pictures studio in San Francisco in the early nineties. After a short stint as a hair model, Tom and his hair moved to Los Angeles to work on the Emmy award-winning television series "South Park" as lead editor for eight years. Tom also edited Academy Award®-nominated *South Park: Bigger, Longer & Uncut* and *Team America: World Police*. After working on all things Matt Stone and Trey Parker, Tom decided to move to New York City to work on commercials. This created a deep void within himself that he has refilled by editing *POM Wonderful Presents: The Greatest Movie Ever Sold*, a film by Morgan Spurlock about the world of commercialism. His interests include long walks on the beach, wine tasting, and befriending cabbies.

OK GO (Music)

In the year since EMI issued OK Go's acclaimed third album, *Of the Blue Colour of the Sky*, the Los Angeles quartet has gone from being a rare young light on a major label to arguably the world's most bleeding edge independent outfit. You probably know the bit about the treadmills by now but one can authoritatively say that those trusty treadmills shot the band into both better health and a Technicolor zone beyond the hoary indie-versus-major debate.

Billboard called them "trailblazing," the head of Apple's marketing said they were "the first post-internet band, the first band to use the internet as a medium of art, not just commerce." *BusinessWeek* praised their new model of "proactive creative types... looking beyond traditional parameters to get support for their work." OK Go's project is one of the modern age, of unlimited possibility, where infectious songs, inventive videos, surprising live shows, and an articulate, forward-thinking back-end combine into a total work by a defiantly do-it-yourself band without a shoestring budget. The band says they just like "making stuff."

In a series of surprising partnerships, companies like State Farm, Samsung, Flip Camera, and Range Rover have stepped into the role that major labels once occupied: investing in the band's berserker videos (like the 18-million-views-and-growing/UK-MVA-Best-Rock-Video winning Rube Goldberg-esque masterpiece for "This Too Shall Pass") and sold-out tours. Moreover, the

band have emerged with an unprecedented level of independence, simultaneously bypassing a dying industry's gate-keepers with creative aplomb and forging the kind of three-dimensional band/audience relationship only fantasized about by social networking consultants.

The band's very public dispute with EMI about fans' rights to embed the band's videos landed them square in the crosshairs of contemporary culture. Kulash has penned editorials for *The Times of London*, *The New York Times*, and *The Washington Post*. "I've heard about nerdy being hip, but I've never known that just plain boring can be hip," Stephen Colbert noted of the deal with the not-known-for-their-non-boringness State Farm, which funded the assuredly not boring "This Too Shall Pass" video. "This is a new level of hipness!" Colbert concluded.

As befitting any band that recently parted ways with a venerable multinational corporation with their master tapes intact, OK Go also recently launched their own imprint, Paracadute. Not surprisingly, there's a new version of *Blue Colour* loaded with the expected demos, covers, live jams, and 12-track remix set, but also access to an online database where the band will continue to expand the album, still a breathing, growing entity.

Recorded with longtime Flaming Lips collaborator Dave Fridmann and named for a gorgeously quacky 19th century text, *Of the Blue Colour of the Sky* is not to be forgotten. *Entertainment Weekly* praised it as a "sing-along for hipsters who remember how to party unironically" and *The Onion's AV Club* called it "mature, compelling and totally unexpected." MTV's Newsroom went as far as calling it the "best album of the year (so far)."

Nothing but blue ahead.

AND NOW A WORD FROM OUR SPONSORS...



ABOUT POM WONDERFUL

POM Wonderful is a global brand committed to innovation and wellness. We grow and market pomegranates and pomegranate-based products that are healthy, honest and essential to the well-being of humankind.

Ours is the only company that grows, harvests, processes and ships our own pomegranates. Plus, we're the only pomegranate company that has provided over \$34M in funding to support scientific research on Wonderful variety pomegranate products at top institutions around the globe.

POM Wonderful's commitment to wellness also means caring about the well-being of our planet. Our sustainable business practices include:

- Using the latest drip-irrigation technologies in our orchards to minimize use of one of California's scarcest resources – water.
- Making productive use of every single part of the pomegranate. What's left over is used as cattle feed – no landfills for us!
- Manufacturing our bottles right next to our filling plant, which means no wasteful transportation of air-filled bottles.
- Employing an intelligent routing system to ensure our products travel the fewest miles possible to reach store shelves.
- LEED Silver certified corporate offices in Los Angeles, CA.

We invite you to enjoy our fresh pomegranates, our 100% pomegranate juice and our growing line of POM-based products.



ABOUT AMY'S KITCHEN

We didn't set out to become the nation's leading natural frozen food brand. All we wanted to do was create a business that would allow us to earn a living by providing convenient and tasty natural vegetarian meals for people like ourselves, who appreciated good food, but were often too busy to cook "from scratch."

We started on a "shoestring," using our own house and barn as headquarters. The founding meetings were held in the same room where we were married and where our daughter Amy was born. This was in 1987, before the idea of "organic" food had become well known, and when there were very few frozen meals available for vegetarians to eat, either in health food stores or supermarkets. We were, however, very fortunate in being in the right place at the right time. The number of vegetarians had increased dramatically, as had consumer awareness of the harmful effects on their health and the environment of chemicals in the food supply.

Our first product, a vegetable pot pie, was an instant success. Other products followed in rapid succession, and we made the amazing discovery that they were being eaten not only by vegetarians and those interested in natural foods, but by millions of people looking for easy to prepare meals that really tasted good.

Since then Amy's has created over 88 frozen meals, including pizzas, pocket sandwiches, pot pies, entrées, snacks and whole meals. In 1999, we introduced a grocery line that now includes canned soups, beans and chili as well as jarred pasta sauces and salsas. Our foods are carried by all natural food stores, supermarkets and some club stores in the United States, Canada and abroad.

Although we have considerably expanded our production facilities and the number of people we employ, we have remained a family owned and operated business, sensitive to the needs of our customers.

In spite of the fact that many companies now produce similar products, Amy's is still #1 in popularity and sales. Our total commitment to quality has made the difference.



ABOUT THE ARUBA TOURISM AUTHORITY

Aruba, one happy island, is truly an extraordinary experience; the island is ideally situated in the southern fringes of the hurricane belt and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Visit Aruba.com for more information.



ABOUT BAN® BRAND

The patented breakthrough technology found in Ban® antiperspirant/deodorants helps protect women from more kinds of odor. With great scents in invisible solid, roll-on, and clear gel styles, using Ban® antiperspirant/deodorants helps women have the confidence to work hard, and play hard, without odor and wetness worries.

For the #1 protection in stress odor among Invisible Solids, try Ban® Invisible Solids. They go on clear and stay clear, with 24 hours of odor and wetness protection. Choose from six light, modern fragrances including Island Falls® Invisible Solid, the newest fresh Ban® Invisible Solid scent, with fresh green notes and citrus, or Unscented, perfect for individuals with sensitive skin.

America's #1 Roll-on is also part of the Ban® antiperspirant/deodorant collection. It goes on clear to give you 24 hours of odor and wetness protection for unstoppable freshness. From the classic, understated fragrance of Ban® Regular Scent Roll-on, to the fresh, modern Satin Breeze® Scent, Ban® Roll-on goes on clear, and leaves you worry-free.

Ban® Clear Gel provides proven all-day odor and wetness protection in two great scents: Cool Sport, with a touch of citrus that's great for athletes, and Powder Fresh, a soft, gentle fragrance that's perfect for every day.



ABOUT CARRERA

The history of the CARRERA brand begins in 1956 in the field of sports glasses, ski goggles and helmets. CARRERA is named after the famous trans-Latin American car race, “La Carrera Panamericana,” hence the brand’s tag line, “Racing Sunglasses Since 1956.” CARRERA, a prominent sunglasses brand which achieved cult status in the ‘80s, has enjoyed a resurgence in recent years. With the brand’s unmistakable retro styling, iconic aviator shapes and distinctive details, the brand reintroduced popular vintage styles in Europe in 2007 with much success and later, in August 2008, at select Solstice Sunglass Boutique locations in the U.S. March 2009 marked the national launch of CARRERA sunglasses with an expanded collection of offerings now being carried by major department and specialty stores across the country. The CARRERA collection of sunglasses and optical frames is designed by Enzo Sopracolle and manufactured and distributed by Safilo Group which acquired the Austrian-based Carrera Optyl company in 1996.



ABOUT SOLSTICE

Solstice is an upscale sunglass specialty chain owned and operated by Solstice Marketing Concepts (SMC), LLC, the New York City based subsidiary of the renowned Italian designer eyewear manufacturer Safilo Group. With over 160 Solstice Sunglass Boutique and Solstice Sunglass Outlet locations nationwide and an e-commerce web site launched in November 2010, Solstice offers one of the largest selections of designer sunwear of any department store or sunglass specialty retailer, with over 1,000 pairs from which to choose in a variety of price points. Highly coveted brands available at Solstice locations include: Armani Exchange, Balenciaga, Alexander McQueen, Bottega Veneta, Carrera, Dior, Dior Homme, Emporio Armani, Giorgio Armani, Gucci, Hugo Boss, Jimmy Choo, Juicy Couture, Kate Spade, Marc Jacobs, Marc by Marc Jacobs, Valentino and Yves Saint Laurent, to name a few. For general information, store locations and on-line purchases, visit www.solsticesunglasses.com.



ABOUT GET IT FOR FREE ONLINE

Why pay when you can get it for free?

Get It For Free Online is launching a new service in the summer of 2011 to provide free household items to consumers across the US courtesy of its sponsors. Beginning with paper towels, delivered every month right to consumers doors, and later adding other household items like tissues, napkins, school supplies, and pantry items Get It For Free Online will be providing households with what they need most -- Free Stuff! Founded by serial entrepreneur and marketing consultant David Laks on the premise that brands can provide more than coffee mugs, hats, tee shirts, and key chains to consumers to get their name in front of them, Get It For Free Online will help brands provide value to consumers in exchange for a share of voice in their homes. Get It For Free Online is proud to be aligned with an important film like The Greatest Movie Ever Sold which drives home the message that advertising is everywhere, whether you like it or not, so why not sell up and be a part of the game.



ABOUT HYATT HOTELS & RESORTS

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®** and **Hyatt Summerfield Suites®** brand names and have locations on six continents. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt Residences™** and **Hyatt Vacation Club®**, which is changing its name to **Hyatt Residence Club™**.

As of December 31, 2010, the company's worldwide portfolio consisted of 453 properties. For more information, please visit www.hyatt.com.



ABOUT JET BLUE

JetBlue Airways is New York's Hometown Airline with other focus cities in Boston, Los Angeles, and Fort Lauderdale and Orlando, Florida. Voted "Most Eco-Friendly Airline" by Zagat's Airline survey in 2008, 2009 and 2010, JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. JetBlue serves 64 cities with 700 daily flights. Later this year JetBlue will begin service to Anchorage, Alaska and Martha's Vineyard. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required.

For information or reservations call 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.



ABOUT KDF

Since 1995, KDF has been turning heads with large format color graphics that are the gold standard in the industry, landing KDF's custom car wraps in the spotlight with a starring role in The Greatest Movie Ever Sold! Boasting an expertly trained staff, state-of-the-art equipment, and award-winning graphic design, KDF delivers the finest product on the market, while providing customer service that is unsurpassed in the industry.

With a specialty in vehicle wraps and fleet graphics, KDF uses vibrant color graphics to transform cars, trucks and trailers into billboards on wheels for results that dwarf those of traditional outdoor advertising.

KDF's focus is on utilizing the power of outstanding graphics in conjunction with principles of business and marketing in order to generate long term results.

For information on KDF's full line of offerings, check out www.KDFCarWraps.com or call (888) 533-2667.



ABOUT MANE 'N TAIL

Devon B. Katzev, President of Straight Arrow, says, “Our Original formula Mane ‘n Tail Shampoo and its companion conditioner have been a best kept secret for beauty aficionados everywhere? How did it all begin? Those two particular products reached iconic status when the equestrian audience started using the shampoo and conditioner that they used on their horses, on themselves! “They told their friends, and then the word spread like wildfire,” continues Mr. Katzev.

Originally, the product was created on the Katzev family horse farm in rural New Jersey. Straight Arrow was born when Mr. Katzev’s parents created Original Mane ‘n Tail Shampoo and Conditioner... that were specifically targeted for show horses with long flowing manes and tails. The formulas were outstanding and soon the line took off with the equestrian folks, but with one very important twist—the horse to human factor. Soon, the secret was out, consumers everywhere were reaping the benefits that were so coveted by the horse-owners ‘in-the-know’.

The shampoo formula contains high lathering and ultra-cleansing agents that are fortified with moisturizers and emollients to help leave hair soft and ultra clean. Followed by a conditioner that helps nourish and aid healthy hair growth, leaving hair looking lustrous and silky. These micro-enriched protein formulas help to prevent hair breakage and repair split ends, achieving the goal of longer, stronger, fuller hair...the results are unbelievable! There is still an underground rumor that the Mane ‘n Tail encourages hair growth. Imagine...the rest is history!

The line has expanded to include multiple shampoos, conditioners, an all-in-one, leave-in treatments, styling/finishing aids and hand & nail treatments.



ABOUT MERRELL

Merrell® is a brand within the Outdoor Group, a division of Wolverine World Wide, Inc. that also includes Chaco and Patagonia Footwear. Merrell believes in encouraging everyone to get outside, be active and have fun, and is the largest outdoor brand partner of the National Park Foundation. Wolverine World Wide, Inc. is headquartered in Rockford, Michigan. The

company's portfolio of highly-recognized brands includes: Bates®, Chaco, Cushe®, Hush Puppies®, Merrell®, Sebago® and Wolverine®. The Company is also the exclusive footwear licensee of the following popular brands: CAT®, Harley-Davidson® and Patagonia®. The Company's products are carried by leading retailers in the U.S. and globally in nearly 180 countries and territories.



ABOUT MOVIE TICKETS.COM

MovieTickets.com (www.movietickets.com), the worldwide leader in advance movie ticketing, offers moviegoers a quick and convenient way to purchase tickets, while serving as a top destination for movie news, reviews and trailers. The Company enables consumers across nine countries, including the United States, Canada, U.K., Ireland, Spain, Argentina, Aruba, Bermuda and Curacao to buy movie tickets online, from any mobile device or by phone at 877-789-MOVIE.

Formed in 2000, MovieTickets.com is a joint venture between AMC Entertainment, Hollywood Media Corp. (NASDAQ: HOLL), National Amusements, Cineplex Entertainment, Marcus Theatres (NYSE: MCS), Viacom (NYSE: VIA) and Time Warner. Its elite collection of partner theaters consistently represents more than 50 percent of the top 100 grossing theaters in North America on any given weekend. The MovieTickets.com theater chain group, which includes 219 theater chains, is about 10 times the number of chains of its nearest competitor.



ABOUT OLD NAVY

Old Navy brings fun fashion and value to the whole family. From newborns through adults, we offer on-trend, modern clothing and accessories, as well as updated basics. Our unique, dynamic stores provide an exceptional shopping experience. That ensures that our customers find great, quality products at good value.



ABOUT PETLAND DISCOUNTS

Petland Discounts was started in 1965 when Neil Padron opened his first store in Glen Oaks, Queens. Now, with over 45 years in the Pet product retailing business he has grown the Petland Discounts chain into more than 100 stores with-in the tri-state area. Petland Discounts is an independently owned company and is the largest, continuously operated pet chain in America.

Petland Discounts offers a full line of aquariums and pet supplies (over 6,000 different products) as well as live fish, birds, reptiles and small animals. Petland Discounts staff is trained to take time with and listen to customers' needs and concerns. They build relationships, and are well trained to offer advice about the health and well being of the customer's pet.

Petland Discounts is very involved in Community Outreach by providing a school program to educate students and to promote responsible pet ownership by introducing a hands-on educational experience to children of all ages. Petland Discounts also works with many local shelters, humane societies and rescue groups throughout the tri-state area to help encourage animal adoptions. Because of the overpopulation of dogs and cats, Petland Discounts works closely with many of these organizations to help promote adoptions and offers savings on products to people who have adopted their pet.



ABOUT SEVENTH GENERATION

Seventh Generation is committed to becoming the world's most trusted brand of authentic, safe, and environmentally-responsible products for a healthy home. For 20 years, the closely held Burlington, Vermont-based company has been at the forefront of a cultural change in consumer behavior and business ethics.

One of the country's first self-declared "socially responsible" companies, Seventh Generation is a business that operates according to a new and different set of principles and values that in many ways are a marked departure from those long considered "traditional." Its business practice is focused on offering people avenues to express their idealism, passion, and commitment to causes

larger than themselves at every point along its supply chain—from suppliers and partners to shareholders, customers and its own staff.

The company derives its name from the Great Law of the Iroquois that states, “In our every deliberation, we must consider the impact of our decisions on the next seven generations.” Every time you use a Seventh Generation product you are making a difference by saving natural resources, reducing pollution, keeping toxic chemicals out of the environment and making the world a safer place for this and the next seven generations.

Educating This and Future Generations

Seventh Generation is committed to helping consumers make informed choices.

Seventh Generation provides information in several formats: on packaging, on this Web site, in 7Gen News (look in the upper right corner on any Seventh Generation web page to sign up) and in booklets and presentations by Jeffrey Hollender, company co-founder, as well as other members of our community.

A complete line of non-toxic household products

Seventh Generation brand-name products include: non-chlorine bleached, 100% recycled paper towels, bathroom and facial tissues, and napkins; non-toxic, phosphate-free cleaning, dish and laundry products; plastic trash bags made from recycled plastic; chlorine-free baby diapers, training pants, and baby wipes; and chlorine-free feminine care products, including organic cotton tampons.

Our donations program

We dedicate 10% of our profits to non-profit community, environmental, health, and responsible business organizations working for positive change.



ABOUT SHEETZ

Sheetz is a family owned convenience store chain based in Altoona, Pennsylvania. For more than 50 years, our mission at Sheetz has been to meet the needs of customers on the go. Of course, things have changed over those 50+ years. Life is faster and busier, and customers expect us to be there when they need us most. One thing that hasn't changed over the years is our commitment to our customers, our employees and the communities in which we operate.

Committed To Our Customers

We really care about our customers. Our mission at Sheetz is to provide fast, friendly service and quality products in clean and convenient locations. We work hard to make sure we deliver on our Mission promise every day.

We continue to reinvent ourselves and bring innovation to our industry. In fact, our Vision is to create the business that will put Sheetz, as we know it today, out of business. That's what keeps us on top and keeps us focused on ways to make our business even more successful in the future.

We are able to succeed because we have outstanding employees with a commitment to Total Customer Focus (TCF). Our employees strive to meet the needs of our busy customers. Our employees also keep us rooted in the communities in which we operate convenience stores.

Committed To Our Communities

We connect with our neighbors in a number of ways and through various charitable organizations like Special Olympics, youth sports groups and Sheetz Family Christmas®.

Sheetz employees started Sheetz Family Christmas® in 1992. Since then, we have raised millions of dollars to help fulfill the wishes of needy children during the holiday season. It's a charity that is very near and dear to our hearts, and we look forward to brightening the lives of these children every year.

T E D B A K E R®
L O N D O N

Established in 1988, Ted Baker London has grown from its humble roots as a shirt specialist in Glasgow, to a global lifestyle brand with over 100 locations in Europe, the U.S., Australia, Middle East, Far East and Southeast Asia. 'No ordinary designer label', Ted Baker offers menswear, womenswear, accessories (and everything in between), and is renowned for its quality and distinctive use of pattern and colour. The brand's unconventional approach to fashion, irreverent sense of humour and, above all, unswerving attention to detail appeals to style-conscious men and women who trust Ted to deliver that certain something...a little out of the ordinary.



ABOUT THAYER'S NATURAL REMEDIES

In 1847, Henry Thayer M.D., opened a laboratory on Main Street in Cambridge, Massachusetts to produce his newly developed line of herbal extracts for sale to the medical profession. Born in

1828, into one of Massachusetts' founding families, he was trained in the medical arts of his day by his physician father. His method produced, for the first time, standardized strengths, enabling physicians to regulate dosages accurately. The company, named Henry Thayer & Company, prospered and broadened its line of products and has been described as the largest manufacturer of pharmaceuticals in America at the time of the Civil War.

In 1875, the company published "Descriptive Catalogue of Fluid and Solid Extracts in Vacuo" listing over 800 of its products: herbal based, presented in the forms of tinctures, infusions, syrups, poultices and wines. Prominent among these products was a Fluid Extract of Witch Hazel, listed as a "Tonic, astringent, and sedative; useful in checking hemorrhages and excessive discharges." The final pages show sugar-coated pills, a physician's dose list, apothecary's tables, a diet for invalids, and some diagnosis-related formulas including numerous combinations for cough remedies, a "Lotion for Humors and Eruptions", "Hair Restorative", and "Effervescent Lemonade Without a Machine."

After Dr. Thayer died in 1902, ownership of the business passed to his great niece, Mrs. Joseph Sturdevant. The nature of the business changed from emphasis on extracts of herbs to the preparation and sale of compound formulas marketed to the public through drug stores as "patent" medicines. Included were a line of 9 children's remedies, marketed under the brand name "Tots", a pile ointment, and a line of lozenges, including Slippery Elm Lozenges.

In 1947, Chase, Storrow Co. of Boston, a partnership of former Harvard roommates and recent Navy veterans, bought the company from Mrs. Joseph Sturdevant. A vigorous program of sales and advertising was begun based on a strategy of first increasing sales in New England, to be followed by expansion west of the Hudson River. The next decade saw distribution of the lozenges in the U.S. and Canada in independent drug stores and natural product stores, and the addition of related items, Cough Syrup, Nose Drops, Cold Sore Balm, and Coughmasters™. In 1989, the decision was made to add a line of Witch Hazel products for sale in the health food trade, with the addition of Aloe Vera to not only soothe and clean skin but soften as well.

In 1999 the company was sold to Karen Clarke, who for five years had served as General Manager. The Thayers family-business tradition was carried forward yet again in 2003, when Karen's son, John Gehr, came aboard as Vice President of Sales & Marketing and Business Development.

A longstanding commitment to making effective, natural remedies with high-quality ingredients has ensured Thayers' longevity. Its owners are confident that with this unwavering dedication, the company will flourish throughout the 21st Century.

THE CAST



JJ Abrams

J.J. Abrams is the founder of Bad Robot Productions, which he runs with his producing partner, Bryan Burk. Formed in 2001, Bad Robot is partnered with Paramount Pictures and Warner Bros. Studios and has since produced films and television series such as *Cloverfield*, *Star Trek*, *Morning Glory*, ABC's "Alias" and "Lost," and FOX's "Fringe."

In 2006, Abrams directed his first feature film, *Mission: Impossible 3*. His second feature directorial effort, *Star Trek*, was released in May 2009.

Born in New York and raised in Los Angeles, Abrams attended Sarah Lawrence College where he co-wrote a treatment that became the basis for Disney's *Taking Care of Business*. In years following, he wrote or co-wrote such films as *Regarding Henry*, *Forever Young*, *Armageddon*, and *Joy Ride*.

In 1998, Abrams co-created his first television series, "Felicity," with collaborator and long-time friend Matt Reeves. Abrams served as Executive Producer for the series' four-season run on The WB. Additionally, Abrams created and executive produced "Alias" for ABC, and co-created (with Damon Lindelof) and executive produced ABC's "Lost."

In 2005, Abrams received Emmy Awards for Outstanding Directing in a Drama Series for the "Lost" pilot as well as Outstanding Drama Series for "Lost." He also received Emmy nominations for his "Alias" and "Lost" pilot scripts. In addition, Abrams composed the theme music for "Alias," "Fringe," and "Lost," and co-wrote the theme song for "Felicity."

Abrams presently serves as Executive Producer of "Fringe," which he co-created with Roberto Orci and Alex Kurtzman in 2008. Currently, Abrams is producing sequels for both *Mission: Impossible* and *Star Trek*, and he recently completed production on his latest film, *Super 8*. *Super 8*, written and directed by Abrams and produced by Abrams, Burk and Steven Spielberg will be released this summer.

Abrams and his wife have three young children.



**Peter Bemis - Co-Founder/CEO,
Bemis/Balkind**

Since founding Bemis Balkind (www.bemisbalkind.com) with his partner Aubrey Balkind, Bemis's agency has been one of the most sought after identity, branding and advertising firms in the entertainment industry. His company is known for memorable iconic solutions for successful campaigns including

Alice in Wonderland, Black Swan, Forest Gump, Slumdog Millionaire, The Grinch, The Sixth Sense, Fatal Attraction, and Alien.

Bemis is a member of the Motion Picture Academy of Arts and Sciences, the Screen Actors' Guild and is a founding board member of the Association of Entertainment Marketing Agencies. He has been honored with the industry's prestigious Key Art Lifetime Achievement award. His work has been selected for the permanent collection by the Library of Congress and The Cooper Hewitt National Design museum (Smithsonian). His agency set a standing record by winning the Hollywood Reporter's Best of Show award for five consecutive years.

Bemis was born in New York, attended Pratt Institute and The School of Visual Arts. Prior to founding Bemis Balkind he was the International Creative Director for Grey Advertising in NY and Brussels. He has also served as editorial cartoonist for the National Audubon Society's *Audubon Action*.

Bemis lives in Los Angeles with his wife Shifra. He has four children, one of whom, Max Bemis is lead singer and writer for the successful alternate rock band Say Anything.



Peter Berg

Peter Berg has enjoyed success as an actor, director, writer and producer. He recently directed the blockbuster actioner *Hancock*, starring Will Smith in the title role. He also served as an executive producer on the offbeat independent comedy *Lars and the Real Girl*, starring Ryan Gosling. Berg is currently in post-production on the action adventure

Battleship, based on the Hasbro game, which he is both directing and producing under his own Film 44 banner. He made his feature film directorial debut with the cult favorite *Very Bad Things*, starring Cameron Diaz, Jon Favreau, and Christian Slater. He went on to direct the actioner *The Rundown*, starring The Rock; the acclaimed drama *Friday Night Lights*, starring Billy Bob Thornton; and the war drama *The Kingdom*, starring Jamie Foxx, Chris Cooper and

Jennifer Garner. Berg is also a writer and executive producer on the award-winning television series “Friday Night Lights,” which was based on the movie and is now in its fifth season. In addition, he executive produced the series “Trauma,” and created and executive produced the series “Wonderland,” for which he also wrote and directed episodes.

Earlier in his career, he got his start as a writer and director on David E. Kelley’s critically acclaimed series “Chicago Hope,” on which he also starred for three seasons as the brash, hockey-playing surgeon, Dr. Billy Kronk.

As an actor, Berg’s recent film work includes roles in such films as Robert Redford’s *Lions for Lambs*, with Redford, Meryl Streep and Tom Cruise; *Smokin’ Aces*, for director Joe Carnahan; and Michael Mann’s *Collateral*, with Tom Cruise and Jamie Foxx. Among his additional film acting credits are *Cop Land*, *The Great White Hype*, John Dahl’s *The Last Seduction*, *A Midnight Clear* and *Late for Dinner*.



Big Boi – OutKast

Big Boi transformed into his more mature self, Sir Lucious Left Foot, on Martin Luther King, Jr. Day 2007 and began recording his first stand alone solo album *Sir Lucious Left Foot: The Son Of Chico Dusty*, set to arrive July 6th on Def Jam Recordings. The day carried an extraordinary energy—similar to five years earlier on the same

holiday, when Big Boi started working on OutKast’s *Speakerboxxx/The Love Below*, a milestone double album featuring solo CDs by Big Boi and his partner-in-rhyme André 3000, which went on to win three Grammys and become one of the best-selling hip hop albums in history—11 times platinum in the U.S. and over 15 million worldwide.

So with that spirit of success in the air on MLK Day, it’s no wonder that *Sir Lucious Left Foot*’s lead single, the Scott Storch-produced “Shutterbug” featuring Cutty follows in the footsteps of *Speakerboxxx/The Love Below*’s monumental #1 hit singles, Big Boi’s “The Way You Move” featuring Sleepy Brown and André 3000’s “Hey Ya!” “It’s a cut that’s all about capturing the moment, whether it be your kid’s first steps or you got a Polaroid and you with your lady somewhere,” Big Boi explains. “It’s about capturing the moment and getting them good times. When you look at certain photos, it takes you back to the moment, and that’s what it’s about. It’s a funky, get-down, slap-your-sister-in-the-mouth jam.” While “Shutterbug” is sure to be a club favorite, *Left Foot*’s initial first single, 2008’s “Something’s Gotta Give” featuring Mary J. Blige, was a heartfelt political war cry, as Big Boi says “something that’s gonna stimulate the brain.”

Big Boi’s had an activist spirit in his raps since OutKast’s 1994 platinum debut

Southernplayalisticadillacmuzik. In the beginning of their wild ride towards becoming the most successful rap group of all time with six multi-platinum albums, the Atlanta duo witnessed how deeply songs like “Git Up, Git Out” featuring Goodie Mob—which earnestly urges young men to believe in themselves and better their lives—resonated with people across the world. “That was the first time we knew how songs could really move people,” Big Boi says. “After that, we were always conscious to put something mind tingling into the music and give them more than they’re used to.”

Sir Lucious Left Foot is the adult version of Big Boi, a grown man who is the son of Chico Dusty in more ways than one. Big Boi lost his father, Tony Kears (nicknamed Chico Dusty while serving in the Air Force and Marines) in 2004 but holds his pops’ essence close, channeling it into his new album. “He will leave you in the dust,” Big Boi says. “He was a wild boy.”

And like Tony Kears aka Chico Dusty, Big Boi is a man of many monikers: Daddy Fat Sacks, Big Boi explains, “is like the hardest of the hard, the most gutter of my personalities because I’m authentically from the hood.” General Patton represents the leader and fighter inside. “They call me the General. I have the lion heart.” Hot Tub Toney is the ladies man, Beach Boi grew up near the water and, of course, there’s the worldly Sir Lucious Left Foot he’s introducing on his new album. “I like to keep my eyebrows brushed. I love getting facials, pumpkin peels and algae masks,” Big Boi says. The cultural connoisseur collaborated on a show with the Atlanta Ballet in 2008 and is also an avid car collector. “Chevrolet Impalas and Cadillacs are my guilty pleasure.” But even the most sophisticated, successful rap star can’t forget Francis the Savannah Chitlin Pimp. “He’s the country guy from Savannah walking around with flip-flops and socks on not giving a damn about nothing,” Big Boi says. “He might have a piece of wheat straw in his mouth, representing Southern pride.”



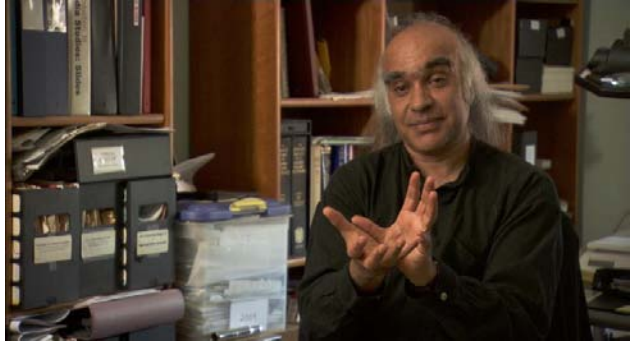
Noam Chomsky, Ph. D - Professor Emeritus of Linguistics, Massachusetts Institute of Technology

Noam Chomsky was born on December 7, 1928 in Philadelphia, Pennsylvania. He received his Phd in linguistics in 1955 from the University of Pennsylvania. During the years 1951 to 1955, Chomsky was a Junior Fellow of the Harvard University Society of Fellows. The

major theoretical viewpoints of his doctoral dissertation appeared in the monograph *Syntactic Structure*, 1957. This formed part of a more extensive work, *The Logical Structure of Linguistic Theory*, circulated in mimeograph in 1955 and published in 1975.

Chomsky joined the staff of the Massachusetts Institute of Technology in 1955 and in 1961 was appointed full professor. In 1976 he was appointed Institute Professor in the Department of Linguistics and Philosophy.

Chomsky has lectured at many universities here and abroad, and is the recipient of numerous honorary degrees and awards. He has written and lectured widely on linguistics, philosophy, intellectual history, contemporary issues, international affairs and U.S. foreign policy. Among his recent books are, *New Horizons in the Study of Language and Mind*, *On Nature and Language*, *Hopes and Prospects*, and *Gaza in Crisis*.



Sut Jhally, Ph. D. - Professor of Communication, University of Massachusetts

Sut Jhally is Professor of Communication at the University of Massachusetts at Amherst and Founder and Executive Director of the Media Education Foundation (MEF). He is one of the world's leading scholars looking at the role played by advertising and popular

culture in the processes of social control and identity construction. The author of numerous books and articles on media (including *The Codes of Advertising* and *Enlightened Racism*) he is also an award-winning teacher (a recipient of the Distinguished Teaching Award at the University of Massachusetts, where the student newspaper has also voted him "Best professor"). In addition, he has been awarded the Distinguished Outreach Award, and was selected to deliver a Distinguished Faculty Lecture in 2007.

He is best known as the producer and director of a number of films and videos (including *Dreamworlds: Desire/Sex/Power in Music Video*; *Tough Guise: Media, Violence and the Crisis of Masculinity*; and *Hijacking Catastrophe: 9/11, Fear & the Selling of American Empire*) that deal with issues ranging from gender, sexuality and race to commercialism, violence and politics. Born in Kenya, raised in England, educated in graduate studies in Canada, he currently lives in Northampton, Massachusetts.



Britt Johnson – CEO/Founder, mediaplacement

Mediaplacement

After many years of successful agency, freelance and in-house public relations and marketing work in the fields of fashion, beauty and luxury spirits, Britt Johnson founded mediaplacement entertainment

incorporated in September 1998.

Mediaplacement was established with Mr. Johnson's vision of providing corporate brands with creative ways to reach their consumers by utilizing various entertainment platforms. Disciplines include Product Placement (film, television and music), Public Relations, Special Events, Celebrity Endorsements and Promotional Partnerships. Early clients included: Smashbox Cosmetics, Neutrogena, Johnson & Johnson, CNBC and LVMH.

Mediaplacement has grown to become one of the premiere marketing firms in the entertainment industry with an enviable reputation in fashion, beauty and luxury spirits. Current clients include Moet Hennessy, L'Oreal Paris, Extra TV and HBO.

Mr. Johnson's contributions to his clients represent a major success story that has spanned more than a decade.

The Luxury Lounge®

In September 2002, HBO tapped mediaplacement to produce a very special hospitality event for their high profile award nominees in honor of both the Primetime Emmy Awards and Golden Globe Awards. The goal was to create an oasis that nominee's could relax and receive luxury goods and services in order to prepare and celebrate awards weekend. The event was aptly titled "The Luxury Lounge®" and was an instant hit with talent and sponsors alike.

Mediaplacement trademarked this event in 2005 and is currently celebrating its 9th year with HBO. The Luxury Lounge® is featured regularly on entertainment programs such as: Entertainment Tonight, Access Hollywood, Extra and was immortalized in a very special episode of "The Sopranos" entitled "The Luxury Lounge®".



Beth Jones, Ban® Brand Manager at Kao Brands Company

Beth Jones is the Ban® Brand Manager at Kao Brands Company responsible for all marketing and brand activities. Ban® roll-on antiperspirant deodorant is America's #1 selling roll-on. Beth received a MBA from Vanderbilt University and BA from Georgetown University. Kao Brands

Company is a leading global manufacturer of premium beauty brands headquartered in Cincinnati, OH.



Bob Garfield - Co-host, *On the Media*

On the Media Co-Host Bob Garfield is a columnist, critic, essayist, pundit, international lecturer, and inveterate broadcaster. In print, Garfield's "Ad Review" TV-commercial criticism feature in *Advertising Age* has made him among the more pitifully groveled-before figures in trade-magazine history.

He has been a columnist for *USA Today* and contributing editor for *Civilization* and the *Washington Post Magazine*. He has also written for *The New York Times*, *Playboy*, *Sports Illustrated*, and many other publications. A collection of his work, titled *Waking Up Screaming from the American Dream*, was published by Scribner in 1997. Garfield co-wrote "Tag, You're It," a snappy country song performed by Willie Nelson, and wrote an episode of the short-lived NBC sitcom *Sweet Surrender*.

In broadcast, before becoming co-host of *On The Media*, he was a longtime commentator/correspondent for NPR's *All Things Considered*. On television, he is the advertising analyst for ABC News. Previously, he has been an analyst or correspondent for CBS News, CNBC, PBS, and the defunct Financial News Network. He also created and produced *KnowItAll!*, a retro-60s quiz show which four networks rejected, but which is still available, call any time, operators are standing by.



Richard Kirshenbaum – Founder/Co-Chairman, kbs+p

Whether he is helping to invent brands like Kenneth Cole, Coach, and Snapple or reinvent brands like Target, Jergens, Moët & Chandon, NetJets, Wendy's and Avon, Richard Kirshenbaum has been successfully listening to his clients, creating a seamless creative process and creating truly new ideas throughout his entire career. And that has included everything from inventing fruit advertising by putting tiny Snapple stickers on fresh mangos, to creating the Hennessy Martini and hiring actors to order it in bars, to stenciling thought-provoking ads on sidewalks for a lingerie company.

Richard's first breakthrough in the branding business was naming Internet provider *Prodigy* while at J. Walter Thompson and was the first creative person Donny Deutsch hired at Deutsch. Richard's forward vision has helped invent and continues to redefine advertising in America and understand how to get brands into popular culture.

This dedication to breakthrough advertising has led to Richard being included in *Crain's* "40 Under 40" and placed #2 on the list of Top 100 Entrepreneurs of the US for the Young Entrepreneurs' Organization Award. He was also elected to the Board of Directors of the prestigious One Club for Art and Copy. All in addition to lecturing at Harvard Business School and regularly appearing in such media outlets as *The New York Times*, *Wired*, ABC, *20/20*, MTV and CNBC. In 2003, Richard was named to the Advertising Hall of Fame and won the prestigious Jack Avrett award for public service.

Richard's diverse interests include penning plays that have been produced by David Mamet's Atlantic Theater Company, and co-authoring the book *Under the Radar, Talking to Today's Cynical Consumer* with his partner, Jon Bond. His latest book, *Closing the Deal*, a relationship help book for women has been published in nine languages.

Richard is married to Dana and has three children, Lucas, Talia, and Georgia Rose.



Michael Levine - Founder, Levine Communications Office

With more than 25 years experience and having worked with some of modern society's biggest names and companies, Michael Levine is the founder of LCO.

As the author of 19 books, including *Guerrilla PR* - considered the most widely used

introduction to Public Relations in the world - Levine is an industry expert who is frequently called upon by national media to provide PR insight into topical news and events.

Called by USA Today, "one of Hollywood's brightest and most respected executives," Levine has been responsible for public relations campaigns for, among others, Michael Jackson, Barbra Streisand, Charlton Heston, Linda Evans, Jon Voight, Suzanne Somers, Demi Moore and Michael J. Fox. His clients have run from movie & TV stars, to sports heroes, to music figures, comics, producers and multi-national corporations.

When not in the office, Levine can be found speaking at national conferences, conducting philanthropic work for the community, including annual motivational speeches to LA County prison inmates, following political developments or enjoying photographing life and local scenery.



Martin Lindstrom - Chairman, Buyology, Inc.

Martin Lindstrom is a 2009 recipient of *TIME Magazine's* "World's 100 Most Influential People" and author of *Buyology—Truth and Lies About Why We Buy* (Doubleday, New York), a New York Times and Wall Street Journal best-seller.

A prolific traveler, Lindstrom is on the road 300 days annually dispensing his brand of wisdom to top executives of McDonald's Corporation, Procter & Gamble, Nestlé, PepsiCo, Microsoft Corporation, The Walt Disney Company and GlaxoSmithKline, amongst others. His personal global audience is estimated at over a million people. Lindstrom has and continues to feature in *The Wall Street Journal*, *Newsweek*, *TIME*, *The Economist*, *New York Times*, *BusinessWeek*, *The Washington Post*, *USA Today*, *Fast Company*, and numerous other publications.

His recent book, *BRAND Sense*, was acclaimed by the Wall Street Journal as "...one of the five best marketing books ever published." Lindstrom's latest book, *Buyology*, has been translated into more than 30 languages.



Susan Linn, Ed. D. - Author, Consuming Kids

Susan Linn is an Instructor in Psychiatry at Harvard Medical School. She has written extensively about the effects of media and commercial marketing on children. Her articles have appeared in the *Boston Globe*, the *Christian Science Monitor*, the *Los Angeles Times*, and *The Washington Post*.

Her commentaries can be heard on NPR's *Marketplace*. Her book, *Consuming Kids: The Hostile Takeover of Childhood* (*The New Press*) has been praised in publications as diverse as *The Wall Street Journal* and *Mother Jones* and has been published on four continents. The *Boston Globe* called Dr. Linn's new book, *The Case for Make-Believe: Saving Play in a Commercialized World* (*The New Press*), "A wonderful look at how playing can heal children."

Dr. Linn is a co-founder and director of the national coalition Campaign for a Commercial-Free Childhood. In 2000 she was appointed to the American Psychological Association's Task Force on Advertising to Children. She has been featured on *Sixty Minutes*, *Now with Bill Moyers*, *World News Tonight*, *Dateline*, and in the acclaimed film, *The Corporation*. In 2006 she received the American Psychological Association's *Presidential Citation* for her work on behalf of children.

An award winning ventriloquist, Dr. Linn is internationally known for her innovative work using puppets in child psychotherapy, pioneering this work at Children's Hospital in Boston, where she used puppets to help children cope with their hospital experiences.

Combining her skills as a writer and performer with her role as a child therapist, Dr. Linn has written and appeared in a number of video programs designed to help children cope with issues ranging from mental illness to death and loss. With Family Communications, Inc., the producers of *Mister Rogers' Neighborhood*, Dr. Linn created *Different and the Same: Helping Children Identify and Prevent Prejudice*, video based classroom materials designed for first to third graders. The series won the 1996 Media Award from the Association of Multicultural Educators and is being used in forty-seven states around the country.



Regina Monteiro – Director of Urban Planning, City of São Paulo, Brazil

Regina Monteiro is an architect with a post-graduate degree in Urban Law and City Management. She worked as an architect and urban planner in the Housing and Urban Development Department, Department of Municipal Services, Technical Advisor to the Superintendent of Traffic, in the Municipal

Department of Transportation; Urban Planning Technical Advisor in São Paulo City Legislature; Parliamentary Advisor in the state of São Paulo's Legislative Assembly, and the Technical Advisor of Municipality of Santo Amaro.

She participated as Urban Water Operations group; in the Managing Group of Central Urban Operations; in the Faria Lima Urban Operation, the Works Group that defined the new work codes, in the former Urban Planning Legislation Regulatory Committee, in the current Urban Law Technical Board; in the City Council for the Environment and Sustainable Development, and in the State Council for the Environment.



Ralph Nader - Consumer Advocate

Ralph Nader is one of America's most effective social critics. Named by *The Atlantic* as one of the 100 most influential figures in American history, and by *Time* and *Life* magazines as one of the hundred most influential Americans of the twentieth century, his documented criticism of government and

industry has had widespread effect on public awareness and bureaucratic power. He is the "U.S.'s toughest customer" says *Time* magazine. His inspiration and example have galvanized a whole population of consumer advocates, citizen activists, and public interest lawyers who in turn have established their own organizations throughout the country.

For over four decades, Nader has exposed problems and organized millions of citizens into more than 100 public interest groups to advocate for solutions. His efforts have helped create a framework of laws, regulatory agencies, and federal standards that have improved the quality of life for two generations of Americans. Because of Ralph Nader we drive safer cars, eat healthier food, breathe better air, drink cleaner water, and work in safer environments.

The crusading attorney first made headlines in 1965 with his book *Unsafe at Any Speed*, a scathing indictment that lambasted the auto industry for producing unsafe vehicles. The book led to congressional hearings and a series of automobile safety laws passed in 1966, including the National Traffic and Motor Vehicle Safety Act.



OK Go – (pictured: Damian Kulash & Tim Norwind)

In the year since EMI issued OK Go's acclaimed third album, *Of the Blue Colour of the Sky*, the Los Angeles quartet has gone from being a rare young light on a major label to arguably the world's most bleeding edge independent outfit. You probably know the bit about the treadmills by now (if not, you can

read Ira Glass's account below), but one can authoritatively say that those trusty treadmills shot the band into both better health and a technicolor zone beyond the hoary indie-versus-major debate.

Billboard called them "trailblazing," the head of Apple's marketing said they were "the first post-internet band, the first band to use the internet as a medium of art, not just commerce." *BusinessWeek* praised their new model of "proactive creative types... looking beyond traditional parameters to get support for their work." OK Go's project is one of the modern age, of unlimited possibility, where infectious songs, inventive videos, surprising live shows, and an articulate, forward-thinking back-end combine into a total work by a defiantly do-it-yourself band without a shoestring budget. The band says they just like "making stuff." In a series of surprising partnerships, companies like State Farm, Samsung, Flip Camera, and Range Rover have stepped into the role that major labels once occupied: investing in the band's berserker videos (like the 18-million-views-and-growing /UK-MVA-Best-Rock-Video-winning Rube Goldberg-esque masterpiece for "This Too Shall Pass") and sold-out tours. Moreover, the band have emerged with an unprecedented level of independence, simultaneously bypassing a dying industry's gate-keepers with creative aplomb and forging the kind of three-dimensional band/audience relationship only fantasized about by social networking consultants.

The band's very public dispute with EMI about fans' rights to embed the band's videos landed them square in the crosshairs of contemporary culture. Kulash has penned editorials for *The Times* of London, *The New York Times*, and *The Washington Post*. "I've heard about nerdy being hip, but I've never known that just plain boring can be hip," Stephen Colbert noted of the deal with the not-known-for-their-non-boringness State Farm, which funded the assuredly not boring "This Too Shall Pass" video. "This is a new level of hipness!" Colbert concluded.

As befitting any band that recently parted ways with a venerable multinational corporation with their master tapes intact, OK Go also recently launched their own imprint, Paracadute. Not surprisingly, there's a new version of *Blue Colour* loaded with the expected demos, covers, live jams, and 12-track remix set, but also access to an online database where the band will continue to expand the album, still a breathing, growing entity.

Recorded with longtime Flaming Lips collaborator Dave Fridmann and named for a gorgeously quacky 19th century text, *Of the Blue Colour of the Sky* is not to be forgotten. *Entertainment Weekly* praised it as a "sing-along for hipsters who remember how to party unironically" and *The Onion's* AV Club called it "mature, compelling, and totally unexpected." MTV's Newsroom went as far as calling it the "best album of the year (so far)."

Nothing but blue ahead.



Brett Ratner

Brett Ratner has established himself as one of Hollywood's most successful directors and producers with eight feature films grossing over one and a half billion dollars worldwide in a short amount of time. At 26 years old he directed his first feature film, the surprise box office hit comedy *Money Talks*, starring Charlie Sheen and Chris Tucker. His second film, the action comedy *Rush Hour* starring Jackie Chan and Chris Tucker, earned \$250 million worldwide, paving the way for the extremely popular and lucrative *Rush Hour* trilogy that grossed more than \$740 million worldwide and featured an acclaimed international supporting cast. He is also one of the only directors in history to make a \$100 million grossing film before the age of 30.

Following the success of *Rush Hour*, Ratner directed the romantic fantasy drama *The Family Man*, a critical and box office hit starring Nicolas Cage and Tea Leoni. Ratner's fifth feature film, and first suspense thriller, was the much anticipated *Silence of the Lambs* prequel *Red Dragon*, starring Edward Norton, Anthony Hopkins, Ralph Fiennes and Emily Watson. His next

film, *After the Sunset*, starring Pierce Brosnan, Salma Hayek, Woody Harrelson, and Don Cheadle opened to great success, continuing his streak.

Ratner's work has been recognized with many awards including an MTV Award for Best Fight Sequence for *Rush Hour 2*, as well as a TONY Award for producing Russell Simmons' Def Poetry Jam on Broadway.

Ratner is currently directing the Imagine/Universal film *Tower Heist* in New York City. *Tower Heist* is scheduled for theatrical release in November 2011 and stars Ben Stiller, Eddie Murphy, Matthew Broderick, Téa Leoni, Gabourey Sidibe, Casey Affleck, Stephen Henderson, Judd Hirsch, Michael Peña and Alan Alda. He also produced the documentary *Catfish*, New Line Cinema's *Horrible Bosses* starring Jennifer Aniston, Kevin Spacey, Colin Farrell, Jason Bateman, and Jamie Foxx, the Sci-Fi Alien invasion thriller *Skyline*, directed by the Brothers Strause, and a new adaption of *Snow White*. Additionally Ratner has produced the documentaries *Helmut by June*, about the legendary photographer Helmut Newton and *I Knew It Was You: Rediscovering John Cazale*, both for HBO as well as Executive Produced the successful television series *Prison Break* and the new 2011 CBS drama series *Chaos*, about a ragtag group of CIA operatives tripped up by backstabbing and bureaucratic snafus.

In addition to success in film and music, Ratner has also teamed up with CAA Marketing to create Brett Ratner Brands, a creative consulting company that provides brands with new ways to market their products and services in entertaining ways. He has shot advertising campaigns for Activision's Guitar Hero, Steve Wynn's Encore, Oreo Cookies, Atlantis Resorts and conceptualized the new Mitchum deodorant campaign to find "the hardest working person in America."

Ratner has also segued into book publishing and photography. Through his Rat Press imprint, he published the controversial book, *Naked Pictures of My Ex-Girlfriends* and authored *Hilhaven Lodge: The Photo Booth Pictures*, which was released in October 2003. His photographs have appeared in *Vanity Fair*, *Interview* and *Heeb Magazine*, and have graced the covers of *Vogue*, *Homme*, *V-Life*, *Haute Living* and *Playboy*.

Ratner also serves on the Dean's Council of the NYU Tisch School of Arts and most recently, became the youngest member of the Board of Trustees of Simon Wiesenthal Center & Museum of Tolerance. He is also a Board Member of Best Buddies and Do Something.

Brett Ratner currently resides in Los Angeles, CA.



**Antonio “L.A.” Reid – Former
Chairman/CEO - Island Def Jam Music;
music producer**

In 2010, Antonio “L.A.” Reid continued his sixth year as Chairman, Island Def Jam Music Group. While nurturing the careers of Island Def Jam’s core artist roster and bringing an array of new artists to the forefront, he has

aggressively guided the company into a future where the synergy of artists, music, video, new technologies, new business models, and a host of unforeseen marketing and promotion innovations are all being developed.

A consummate music business professional, Reid’s allegiance to his artists is second to none, and he has achieved his goals in grand style. Among the many successes of his years at the head of IDJMG are the following albums: Mariah Carey’s *The Emancipation Of Mimi* (10–times platinum worldwide, the biggest–selling album of 2005, and winner of three Grammy Awards); the platinum E=MC2 which produced the #1 single “Touch My Body” breaking Carey’s tie with Elvis Presley for the most #1s in America, Kanye West’s *Late Registration* (triple–platinum winner of three Grammy Awards) and its two follow–ups *Graduation* (triple–platinum winner of three Grammy Awards) and platinum *808’s & Heartbreak*; Bon Jovi’s *Have A Nice Day* (triple–platinum worldwide) and its double–platinum follow–up *Lost Highway*; Rihanna’s succession of worldwide multi–platinum best–sellers *Music Of the Sun*, *A Girl Like Me*, *Good Girl Gone Bad* and *Rated R*; Ne–Yo’s Grammy–winning platinum debut album *In My Own Words* and its two follow–ups, the Grammy–winning platinum albums *Because Of You*, and *Year Of The Gentleman*; and Young Jeezy’s multi–platinum debut *Let’s Get It: Thug Motivation 101*, and its two follow–ups both of which debuted at #1, *The Inspiration*, and *The Recession*.

More: Reid oversaw the successful releases of the Killers’ 2004 triple–platinum debut *Hot Fuss*, followed by *Sam’s Town*, *Sawdust* and *Day & Age*; Fall Out Boy’s 3 million worldwide–selling 2005 debut *From Under The Cork Tree*, and multi–platinum follow–ups *Infinity On High* and *Folie A Deux*; Oscar–winner Melissa Etheridge’s *The Awakening* (and her first holiday album, *A New Thought For Christmas*); Nas’ controversial *Hop Is DeadHip*– and 2008 *untitled* album (both of which debuted at #1); hip–hop superstar and actor Ludacris’ double–platinum *The Red Light District* and its follow–ups *Release Therapy*, *Theater of the Mind*, and *Battle of the Sexes*, which debuted at #1; Rick Ross’ 2006 major label debut *Port Of Miami* and its follow–up *Trilla* (both of which debuted at #1); Duffy with her critically–acclaimed *Rockferry* album on the newly–relaunched Mercury Records label, and the introduction of Justin Bieber with his platinum debut album, *My World* and its #1 follow–up, *My World 2.0*.

The rejuvenation of Def Jam Recordings and its affiliate labels under Reid’s watchful tutelage has set the model for hip–hop’s premiere destination as it enters its third decade. Reid has been the instrumental force in the restructuring of the music group that now includes Def Jam, Disturbing Tha Peace, and Slip ’N Slide. Jay–Z, Kanye West, Rihanna, Ne–Yo, Ludacris, Young Jeezy, The Dream, DJ Khaled, Rick Ross, Fabolous, Chrisette Michele and Def Jam’s expanding roster define the state–of–the–art in hip–hop and R&B today.

At the same time, the broad success of the Mariah Carey, the Killers, Fall Out Boy, Bon Jovi, Lionel Richie, Melissa Etheridge and Duffy have reconfigured a new spirit at Island and Mercury Records.

But as everyone in the entertainment industry is aware, Antonio “L.A.” Reid is no stranger to challenge. As the co-founder (with Kenny ‘Babyface’ Edmonds) of LaFace Records in 1989, he guided its ascent for more than a decade. In addition to his executive abilities, Reid is an accomplished drummer, songwriter and producer who acknowledge a diverse range of musical influences: Miles Davis, Sly Stone, the Beatles, Led Zeppelin, and James Brown among them. Reid and Babyface came to prominence in Reid’s hometown Cincinnati group the Deele, whose string of three LPs and nearly a dozen chart singles (spanning 1983–88) helped establish the Solar label. On their own, the team of “L.A.” Reid and Babyface expanded their scope as collaborative songwriters and producers for many chart-topping acts, including the Whispers, Bobby Brown, Karyn White, Pebbles, After 7, Paula Abdul, and of course, reigning R&B/pop diva Whitney Houston on her *I’m Your Baby Tonight* album of 1990.

The duo earned #1 singles, numerous Producer Of The Year and Songwriter of the Year Awards, and three Grammy awards. “L.A.” and Babyface ultimately decided to establish their own record company in order to maintain creative continuity with the acts they produced. Founded in Atlanta, LaFace Records pacted with Arista Records in 1989. The 50/50 joint venture was the first of its kind for an R&B/pop production duo and provided the template for virtually every similar arrangement to come within the industry. Later on, L.A. Reid would play a pivotal role in attracting other R&B/pop producers to establish their own successful ventures, notably New York-based hip-hop impresario Sean “P-Diddy” Combs, whose Bad Boy Records co-venture deal with Arista started in 1994; and Atlanta-based Dallas Austin, who established Rowdy Records in 1993.

When Reid took over as Arista’s president and Chief Executive Officer in July 2000, he not only had the careers of all the LaFace artists to guide forward – among them Toni Braxton, OutKast, TLC, and Usher – but was also responsible for Arista’s core roster of world-class superstars, including Dido, Santana, Sarah McLachlan, Aretha Franklin, Whitney Houston, and Kenny G. After signing legendary hitmakers Jimmy Jam & Terry Lewis and their Los Angeles-based Flyte Tyme Records to Arista, joint ventures followed with Jermaine Dupri’s So So Def and the Neptunes Star Trak label. Reid flourished at the head of Arista, breaking a string of new young artists including Pink, Avril Lavigne, Bone Crusher, Ciara, Anthony Hamilton, J-Kwon, Youngbloodz, Kelis, and others.

Reid’s personal success at Arista included Pink’s *Can’t Take Me Home* (2000) and *Missundaztood* (2001); Avril Lavigne’s *Let Go* (2002) and *Under My Skin* (2003); OutKast’s *Speakerboxxx/The Love Below* (2003); and Usher’s *Confessions*, the biggest-selling album of 2004. All these albums (and many others) were executive produced by Antonio “L.A.” Reid during his tenure at Arista.

Underscoring Reid’s success as a leader in the music industry is his growth as a businessman through both hands-on experience and professional training. In 1999, he was accepted into the

Harvard Business School's prestigious Advanced Management Program. Designed for working, senior-level executives, the program provided a crash course in contemporary management principles with emphasis on evaluating case studies. The only music business professional among a group of CEOs and COOs representing a variety of business disciplines from the U.S. and abroad, Reid received intensive MBA training while living on the university's campus in Cambridge, Massachusetts.

In 2006, Reid was honored to accept the 2006 Music Visionary of the Year Award from UJA-Federation of New York and the Music for Youth Foundation. The award was given by MFY's Officers and Board of Trustees in recognition of their mutual objectives of making quality music education available to underprivileged young people.

On June 16, 2006, in celebration of his 50th birthday, Reid was honored by the city of Atlanta with a cornerstone in his name, dedicated by Atlanta Mayor Shirley Franklin. The stone commemorated Reid's "contribution to the economic and community development for the city of Atlanta through his enhancement of the local film and music industry." The dedication took place at the major intersection of Lenox Road and East Paces Ferry Road in Atlanta's Buckhead area, one block from the long-time headquarters of La Face Records.

In October 2007, Reid's mother, Emma Reid, was honored by NABFEME (National Association of Black Female Executives in Music & Entertainment, Inc.) at the organization's annual "Celebration of the Celebrity Mom" as part of its International Women's Leadership Summit in Charlotte, NC.

In 2008, Reid and Babyface produced the charitable single "Just Stand Up," their first creative reunion on record in nearly two decades. The song stars Mariah Carey, Beyoncé, Mary J. Blige, Rihanna, Fergie, Sheryl Crow, Miley Cyrus, Melissa Etheridge, Ashanti, Natasha Bedingfield, Keyshia Cole, Ciara, Leona Lewis, LeAnn Rimes, and Carrie Underwood. Funds from sales of the single go to Stand Up To Cancer, to accelerate ground-breaking research and bring new therapies to patients more quickly. The TV performance premiere of the song took place on September 5th, the climax of the unprecedented Stand Up To Cancer telecast on ABC, CBS and NBC (and seen in over 170 countries worldwide), the first simultaneous cross-network telecast ever to raise funds for the fight against a disease.

In 2009, Reid was presented with the Spirit of Compassion Award by UNICEF for his unwavering support of humanitarian efforts, both in the United States and worldwide. The Spirit of Compassion Award is given to show appreciation for exceptional individuals that by example and deed have demonstrated visionary & transformative leadership on behalf of children worldwide.

Also in 2009, The Soul Train Awards paid tribute to Reid and Babyface as music industry icons in honor of their lifetime achievements and significant impact on culture through their contribution of timeless music.

In March of 2011, Reid stepped down as the chairman of Island Def Jam to join American Idol's Simon Cowell as a judge on the FOX television singing competition, "The X Factor."

Antonio “L.A.” Reid’s diversity, adaptability, and dedication are the hallmarks of a brilliant career. In turn, they contribute to his reputation as one of the most respected and formidable executives on the contemporary music landscape.



Lynda Resnick – Owner/CEO, POM Wonderful

Lynda Resnick began her career at the age of nineteen, when she founded a full-service advertising agency. Successfully running this business so early in her career enabled her to gain invaluable and practical marketing experience, which, coupled with her sound

entrepreneurial instincts and quick wit, has been the hallmark of her 40-year career.

Lynda has been dubbed the PomQueen for obvious reasons. In 2003, only 12 percent of the population even knew what a pomegranate was. Today, thanks to the tireless efforts of Lynda and her team at POM Wonderful, pomegranates are ubiquitous in our culture and their astonishing health benefits are well known due to her company’s investment of more than \$32 million in scientific research, which has been strategically promoted. POM Wonderful is not only a company that farms, markets and sells fresh pomegranates, it also produces and markets POM Wonderful Pomegranate Juice and POM Tea, which are sold in grocery stores, mass merchandise and club stores across the nation.

Lynda and her husband Stewart also own Paramount Farms and Paramount Citrus Companies, making them the largest farmers of tree crops in the United States with the nation’s largest orchards and processing plants for citrus, almonds and pistachios. Lynda continues to create and build successful brands for their crops, which includes the groundbreaking and healthy pistachio treat *Everybody’s Nuts*, the company’s growing global brand, Wonderful Pistachios and Cuties brand mandarin oranges, so named by Lynda herself, which are growing in popularity in the United States.

After acquiring FIJI Water in early 2005, Lynda quickly orchestrated a brand identity relaunch focused on communicating the unique advantages of artesian water. With marketing initiatives that were as differentiating as the brand itself, and despite the fact the bottled water industry is extremely crowded, FIJI Water is now the largest imported bottled water in the United States.

In 1979, the Resnicks purchased a fledgling floral wire service called Teleflora. Lynda left advertising and brought her skills to that enterprise as Executive Vice President of Marketing. In 1980, her idea of pairing fresh flowers with a well-designed keepsake container turned ordinary flowers into a reminder of something more lasting. “Flowers in a Gift” earned her one of advertising’s highest accolades, a Gold Effie Award. She ascended to Chairman of the company

and continues to shape the product line and influence the direction of the company's transformation from an ordinary wire service to a technology-driven business. With Lynda leading the charge, Teleflora is the now the world's largest floral service and floral products company with 20,000 member retail florists.

The Resnicks are the former owners of The Franklin Mint, the world's largest marketer of fine quality collectibles. From 1985 to 2000, Lynda directed worldwide marketing efforts creating one unique product line after another. It was she who set the benchmark for artistic quality and authenticity for over eight million Franklin Mint collectors. Her Sotheby's auction purchases of the iconic Jackie Kennedy pearls, Princess Diana's "Elvis dress" and the Duchess of Windsor's panther bracelet inspired product lines that thrilled collectors worldwide. She also introduced milestone products to the collectible industry like precision die-cast cars, the \$500.00 Monopoly set, high-end collector dolls and a line of Star Trek keepsakes.

Lynda is Vice Chairman of LACMA's Board of Trustees, as well as the Chair of the Acquisitions Committee and the Executive Committee. She is on the Executive Board of The Aspen Institute for which she chairs the Communications Committee; the Executive Board for the UCLA Medical Sciences; the Prostate Cancer Foundation and the Milken Family Foundation. She is also a trustee of the Philadelphia Museum of Art.

Lynda reveals her secrets for creating memorable brands and pioneering fresh approaches to launch and promote them in her best-selling book, *Rubies in the Orchard*, published by Random House.

The Resnicks are proud parents and grandparents and maintain homes in Beverly Hills, California and Aspen, Colorado.



Tony Seiniger – Founder/CEO, Seiniger Advertising

Tony Seiniger has been a major force in entertainment marketing and advertising for over thirty years.

After attending the Rhode Island School of Design, Seiniger joined Columbia Pictures, first working for its television commercial division. It wasn't long before he was producing TV spots and trailers for Columbia's feature films.

This experience led to Seiniger's very specialized career. He opened his first ad agency in New York in 1968. His work for Columbia quickly led to relationships with most of the other major studios that were then headquartered in New York; Paramount, United Artists, MGM, and 20th Century-Fox.

In 1970, when MGM moved its corporate headquarters back to California, Seiniger was offered the opportunity to create and manage an in-house advertising agency for MGM.

For the next three years, he ran MGM's in-house advertising operation, which included every MGM feature film release, as well as extensive interior design development for the company's new hotel/resort ventures in Las Vegas and Reno. Supervising a large staff of architectural draftsmen and renders, Seiniger used MGM's classic films as inspiration for all of the hotels' public spaces.

Seiniger left MGM in 1973 to open his own agency in Los Angeles. The following thirty-two years saw Seiniger Advertising grow to become the industry leader, creating advertising campaigns for over 2500 major films.

In 1998, he received the Lifetime Achievement Award from the Hollywood Reporter, one of the industry's two daily trade papers.

After 30 years of creating some of the most memorable images in movie marketing; *Jaws*, *Star Wars*, *Indiana Jones*, *Superman*, *Moonstruck* and *Driving Miss Daisy*, just to list a few, Seiniger decided to leave Los Angeles for quieter pursuits. He now lives in Northern California's Wine Country, where he's tried his hand and making wine, and in helping other winemakers with their marketing tasks.



**Ben Silverman - Founder/CEO, Electus;
Former Co-Chairman, NBC Entertainment**

Ben Silverman announced a partnership with IAC, led by industry veteran Chairman & Senior Executive Barry Diller, in July 2009 to launch a new company, Electus, which will capitalize on the ever-evolving world of multimedia production and distribution.

Prior to launching Electus, Silverman served as Co-Chairman of NBC Entertainment and Universal Media Studios from June 2007 to 2009. As founder and former CEO of Reveille, Silverman is executive producer of the Emmy Award-winning NBC comedy "The Office" and the Golden Globe-winning comedy "Ugly Betty," co-creator and executive producer of the hit NBC reality show "The Biggest Loser" as well as co-creator and executive producer of the critically acclaimed "The Tudors" for Showtime.



Stan Sheetz – President/CEO, Sheetz, Inc.

Founded in 1952 by Stan Sheetz's father, Bob Sheetz, the family business operates a chain of more than 385 convenience and fueling centers in the Mid-Atlantic region. With revenues of \$4.7 billion in 2010, Sheetz is ranked 79 on *Forbes'* 500 list of top private companies. The company currently is on the

Best Places to Work in four of its six operating states. Sheetz, Inc also received one of the industry's most prestigious honors in 2001, when it became the only convenience store to win the International Foodservice Manufacturers Association Silver Plate Award in the Chain Fast-Food Service Category. Also in 2001, the company built and began operating its own distribution facility to supply all its stores with high-quality products for its Made-To-Order foods. In 2008 Sheetz Bros. Kitchen began making daily deliveries of fresh baked goods to every store.

Stan has been named among the Retail Power 25 in Chain Store Age magazine along with well-known, respected executives Apple chairman and CEO, Steve Jobs, Jeffery Bezos, founder of Amazon.com, Lee Scott, CEO of Walmart, and Margaret Whitman of eBay among others. He was a member of the National Association of Convenience Stores Executive Committee. Before serving as NACS' 2004 chairman of the board and treasurer. He also previously served as vice chairman of NACS' Research and Development Board Committee.

After earning a bachelor's degree in business management from Bentley College and a master's degree in financial management from Pace University, Stan worked for three New York City corporations before returning to the family business in 1981. He served as director of finance and then vice president of operations prior to being named president and CEO in 1995. Stan is active in efforts to raise funds for needy children through his company's "Sheetz Family Charities," which has raised over \$2 million since 1992. The company also supports Special Olympics. Since 1991, the company has raised more than \$1.5 million for Special Olympics. He serves on the board of First National Bank and is a past member of the Pittsburgh Chapter of the Young Presidents Organization.

Stan has two children: Adam (28) and Samantha (25). His interests include travel and Italian red wines.

Something you probably didn't know about Stan: He loves to travel and has visited well over 40 countries.



Brian Steinberg - TV Editor, Advertising Age

Brian Steinberg, a veteran journalist who has reported on the media industry for nearly 15 years, is the Television Editor at Advertising Age. He covers the broadcast and cable TV networks as well as changes to the culture of television, which can encompass everything from advertising to viewing habits. He has

written on everything from eyebrow-raising promotions for CW's "Gossip Girl" to a ten-minute commercial break spotted on cable's Spike TV. Before arriving at Ad Age in 2007, Mr. Steinberg worked for four years as the lead advertising columnist for The Wall Street Journal. He has also worked as the lead U.S. media business reporter for Dow Jones Newswires. His work has also appeared in *The Boston Globe*, *The New York Times*, *Entertainment Weekly*, *USA Weekend* and *Entrepreneur*.



Quentin Tarantino

With his vibrant imagination and his trademark dedication to richly detailed storytelling, Quentin Tarantino has established himself as one of the most celebrated filmmakers of his generation. Tarantino continues to infuse his distinct, innovative films with appreciative nods to classic moviemaking styles, genres and

motifs.

Most recently collaborated with Robert Rodriguez on *Grindhouse*, an unprecedented project from the longtime collaborators (*From Dusk Till Dawn*, *Four Rooms* and *Sin City*) which presented two original, complete films as a double feature. Tarantino's *Death Proof*, one half of the double feature, is a white knuckle ride behind the wheel of a psycho serial killer's roving death machine.

Tarantino guided audiences on a whirlwind tour of the globe in *Kill Bill Vol. 1* and *Kill Bill Vol. 2*, in which Uma Thurman as "the bride," enacted a "roaring rampage of revenge" on her former lover and boss. *Kill Bill Vol. 1* and *Kill Bill Vol. 2* also star David Carradine as the doomed title character, and Lucy Liu, Daryl Hannah, Vivica A. Fox and Michael Madsen as his equally moribund team of assassins.

Following the worldwide success of *Kill Bill Vol. 1* and *Kill Bill Vol. 2*, Tarantino seized another opportunity to collaborate with longtime friend and colleague Robert Rodriguez as a special guest director on the thriller *Sin City*. Based on three of co-director Frank Miller's graphic

novels, *Sin City* was released in 2005. The ensemble cast included Jessica Alba, Powers Boothe, Rosario Dawson, Benicio Del Toro, Michael Clarke Duncan, Michael Madsen, Brittany Murphy, Mickey Rourke, Bruce Willis and Elijah Wood.

Tarantino then turned his attention to the small screen, directing the season five finale of *CSI*. In the episode entitled “Grave Danger,” Tarantino took the show’s fans on a chilling, claustrophobic journey six feet underground into a torturous coffin that contained *CSI* team member Nick Stokes (George Eads). The episode garnered Tarantino an Emmy nomination for Outstanding Directing for a Drama Series. Tarantino made his television directorial debut in 1995 with an episode of the long-running drama *ER* entitled “Motherhood.”

Tarantino wrote and directed *Jackie Brown*, a comic crime caper loosely based on Elmore Leonard’s novel Rum Punch, starring Pam Grier, Robert Forster, Samuel L. Jackson, Robert De Niro, Bridget Fonda and Michael Keaton. *Jackie Brown* was released in 1997. Grier garnered both Golden Globe® and SAG Award nominations for her performance in the title role. Forster was nominated for an Academy Award® for Best Supporting Actor. Jackson won the Silver Bear for Best Actor at the Berlin International Film Festival in 1998 for his performance as Ordell Robbie.

Tarantino co-wrote, directed and starred in *Pulp Fiction*, which won the Palme d’Or at the 1994 Cannes Film Festival, numerous critics’ awards, and a Golden Globe for Best Screenplay. Tarantino made a return visit to Cannes in 2004 to take on the prestigious role of jury president. *Pulp Fiction* was nominated for seven Academy Awards®, including Best Picture and Best Director, and Tarantino received an Academy Award for Best Screenplay. The time-bending, crime fiction collage stars John Travolta, Bruce Willis, Uma Thurman, Samuel L. Jackson, Eric Stoltz, Harvey Keitel, Tim Roth, Maria de Medeiros, Amanda Plummer and Christopher Walken.

He made a bold debut with *Reservoir Dogs*, a cops and robbers tale that Tarantino wrote, directed and produced on a shoe-string budget. The film boasts an impressive cast that includes Harvey Keitel, Steve Buscemi, Tim Roth and Michael Madsen.

Following the success of *Reservoir Dogs*, the screenplays that Tarantino wrote during his tenure as a video store clerk became hot properties: Tony Scott directed Christian Slater and Patricia Arquette in *True Romance* and Robert Rodriguez directed George Clooney and Salma Hayek in *From Dusk Till Dawn*.

Tarantino joined Allison Anders, Robert Rodriguez and Alexandre Rockwell by directing, writing and executive producing a segment of the omnibus feature *Four Rooms*.

Tarantino’s diverse work as a producer exemplifies both his dedication to first-time filmmakers and his enthusiastic support for his experienced peers and colleagues. Tarantino served as an executive producer on Eli Roth’s *Hostel*, a chilling horror film about vacationers who fall victim to a service that allows its patrons to live out sadistic fantasies of murder. In 2005, Tarantino also produced first-time director Katrina Bronson’s *Daltry Calhoun*, starring Johnny Knoxville and Juliette Lewis. Tarantino’s additional executive producer credits include Robert Rodriguez’s

From *Dusk Till Dawn* and Roger Avary's *Killing Zoe*. The longtime fan of Asian cinema presented Yuen Wo Ping's *Iron Monkey* to American audiences in 2001 and Zhang Yimou's *Hero* in 2004.

Tarantino's latest film *Inglorious Bastards*, starring Michael Fassbender, Diane Kruger, Mélanie Laurent, Brad Pitt, Eli Roth, Christoph Waltz and Christopher Walken, was released in 2009 and premiered at the 62nd Cannes Film Festival where it was nominated for the Palme d'Or. Christoph Waltz won the award for Best Actor at Cannes as well. The film was also nominated for eight Academy Awards, including Best Achievement in Directing, Best Screenplay and Best Motion Picture of the Year. Christoph Waltz won an Academy Award for Best Performance by an Actor in a Supporting Role in his role as Col. Hans Landa.



Matt Tupper – President, POM Wonderful

As President of POM Wonderful, Matt Tupper is responsible for leading and managing all aspects of this high-growth business on behalf of its owners, Stewart & Lynda Resnick. California-based POM Wonderful is the manufacturing and commercial arm of the world's largest vertically integrated

pomegranate business.

Since assuming this role in 2003, Matt has focused on developing the strategy and infrastructure to facilitate POM's growth from a pure start-up with a dozen employees to a successful international brand with annual sales approaching \$200 million and a team of over 300 worldwide. At present, POM markets its pomegranate crop via multiple products: its iconic 100%-pure pomegranate juice; seasonal fresh pomegranates; and, a range of other pomegranate-based beverages and nutritional supplements. With superior levels of unique, natural antioxidants, POM products are backed by over \$34 million in world-class medical research which has shown promising results for prostate cancer, cardiovascular disease, and a range of other conditions.



Robert Weissman - President, Public Citizen

Weissman is an expert on economic, health care, trade and globalization, intellectual property and regulatory policy, and issues related to corporate responsibility and

commercialism. He has written extensively on corporate accountability, access to medicines, corporate influence over the political process, and World Trade Organization and regulation of the financial markets.



David Art Whales – Founder, Ministry of Culture

Hailed as a "mastermind" by Wired, David has spent his professional life creating and observing culture.

At nineteen he launched Nice Enterprises, the world's first mail-order flattery service.

At 22 he became host of Australian youth-culture TV show, Edge of the Wedge.

After moving to New York, David became Toyota's Cultural Forecaster, assigned the task of keeping their US design division up-to-speed on global trends. He has since consulted to dozens of Fortune 500 brands and worked on content creation projects for Fox, Disney and MTV.

Wales has been called "the father of the Noughties" in relation to his role as founder of Project Naughtie, a quixotic 1999 grassroots campaign to name the decade lasting from 2000-2009 the "Naughties". The word Naughties, often spelled Noughties, has since been adopted by much of the international press.

David launched Ministry of Culture, a marketing consultancy, in January 2000, on the dawn of the new millennium.

Having been scanned in 3D, he currently appears as a character in the video game Grand Theft Auto IV.



Faris Yakob - Chief Innovation Officer, kbs+p

Faris is Chief Innovation Officer at MDC/kbs+p where he is making everything more awesome, stealing from the engines of innovation, technology and culture, to create innovative solutions for clients and partner agencies.

Previously as EVP Chief Technology Strategist at McCann-Erickson New York, he developed consumer involved ideas for Nikon, Verizon and Kohl's. As *Digital Ninja* at Naked Communications, in London, Sydney and New York, he worked with brands like Google, Sony, Telstra, Orange and Nokia.

Faris writes regularly for *Fast Company*, *Contagious Magazine*, and *Forbes* and was a featured speaker at MIT's Future of Entertainment conference. He sat on IPA's Mobile Marketing Committee in the UK and won their President's Prize for his thesis on the future of brands. *Campaign* singled out his blog, *Talent Imitates, Genius Steals*, as one of the top ten advertising blogs in the UK and chose him as a "Face to Watch" in January 2008. Find out more at www.farisyakob.com. Twitter @faris.

POM Wonderful Presents: The Greatest Movie Ever Sold

CREDITS

Directed by
Morgan Spurlock

Written by
Jeremy Chilnick
Morgan Spurlock

Produced by
Jeremy Chilnick
Abbie Hurewitz
Morgan Spurlock

Produced by
Keith Calder
Jessica Wu

Director of Photography
Daniel Marracino

Edited by
Thomas M. Vogt

Music Supervisor/Co-Producer
Jonathan McHugh

Production Manager
Michelle Blumenschine

Additional Editing by
Marrian Cho

Consulting Producers
Alexandra Ashton
Eliza Hindmarch

Associate Producers
Elyssa Hess
Sebastian Weinberg

Steadicam Operator
Dave Ellis

Additional Camera by

David Garrett
Luke Geissbuhler
Matt Goodman
Billy Green
David Hammett
Jermaine Love
Christian Mack
John Martin
Tim Metzger
Scott Ripper

Minister of Sound

Brian Fish

Sound Recordists

Abe Dolinger
Timothy Dutton
Ethan Goldberger
Paul Graff
Dennis Haggerty
Caleb Heineman
Steve Micaloff
Lucas Cyril Plouviez
Chris Ripper
George Simpson
Steve Weiss

Boom Operator

Cole Chamberlain

Research

Max Baumgarten
Erika Knowles
Craig Spurlock

Assistant Editor

Brian Nils Johnson

Production Secretary

Emmanuel Moran
Sara Schweizer

Assistant to Morgan Spurlock

Jennifer Jones
KiRa Randolph

Assistant to Jeremy Chilnick

Kaitlin Cunniff

Brazilian Production Company
Blueye Films

Brazilian Fixer
Rodrigo Arijon

Morgan's Stunt Son
Joshua Wanatik

Storyboard Artist
Joe "The Artist" Guillette

Graphic Artist
Joe "The Artist" Guillette

Animation
Curious Pictures

Animation Producer
Lewis Kofsky

Animation Line Producers
Helen Chang
Annie Moore

Editorial Support
Zach Lapidus

CG Lead Artist
Anthony Santoro

CG Artists/Designers
Marian Abbruzzese
Cory Alderman
Leslie Chung
Mark Corotan
Stefania Gallico
Steven Hannigan
Patrick Hosmer
Thom Lynch
Michele Matt
Jess Mireau
Thomas Panayiotou
Joseph Perno
Olga Povarchuk

Associate Music Supervisor
Jonathan Zalben

Composer
Jon Spurney

Digital Intermediate provided by
SIXTEEN19

Digital Intermediate Colorist
Brian Boyd

Digital Intermediate Producer
Brian Reali

Digital Intermediate Assistant
Kaitlyn Fox

Supervisor Sound Editor
Lewis Goldstein

Re-Recording Mixer
Lewis Goldstein

1st Assistant Sound Editor
Alex Soto

Dialogue / ADR Editor
Dan Korintus

Sound FX Editor
Rusty Dunn

ADR / Foley Recordist / Editor
Thomas Ryan

Sound Apprentice
Wen-Hsuan Tseng

Brand Liaisons
Eric Lanel
David Laks
Nelly Petit