

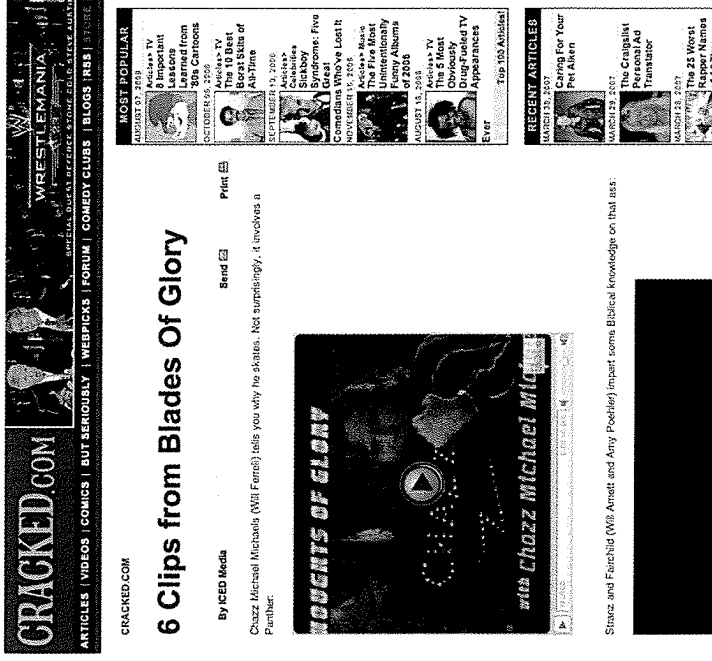
**SCHAPIRO DECLARATION
EXHIBITS CONTINUED**

The Heartbreak Kid Program Timeline



Phase 2

- Press solicitation for key junket interviews
- Widespread content distribution to all sites and blogs listed
- Social Networking and Blog specific contests
- Exclusive video content for larger sites in appendix B
- Develop unique contesting features on 2 key mainstream and top-tier entertainment and film sites in appendix B
- Continue with daily updates and contests on Facebook



Sample content distribution

Sample Promotions and Contests



YouMayNowKissTheBlog Heartbreak Kid Contest and Feature

- ICED will set up a contest with YouMayNowKissTheBlog where readers will provide their funniest and most embarrassing wedding stories.
- The winner, selected at random will be able to choose a wedding or anniversary gift for themselves from a selected 3rd party retailer (worth \$300).
- The contest will receive homepage placement featuring *Heartbreak Kid* content.

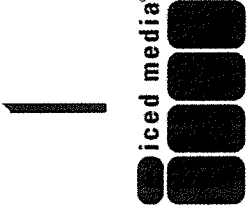
IST blog Heartbreak Kid 'weekend getaways'

- Gothamist, LAist, Phillyist and Chicagoist will all run contests for weekend get away funny dates within each city
- Gimmicky dates will include a predetermined off-the-cuff dating activity (Jumbo's Clown Room) on Friday, and a Saturday night activity.
- Contest to feature video content and official site links

Greatest Wedding/Marriage/Honeymoon Movies Feature at Cracked

- As Cracked.com has done with many top 10 lists, this one will focus on the most insane movie brides, wedding mishaps, and awkward dating moments featured in movies
- *Heartbreak Kid* video will be featured alongside the list

Sample Promotions and Contests cont.



The Celebrity Cafe Interview and The Heartbreak Kid Relationship Survival Kit Sweepstakes

- Users shard their relationship horror stories to win a limited edition Heartbreak Kid Relationship Survival Kit (sunblock, nasal spray, tums, beano, etc)
- The contest will be featured alongside a Rob Corddry interview and *Heartbreak Kid* video content

Most Annoying Mate Contest on FHM

- Users share their stories of their annoying mate. FHM judges which guy has the most annoying mate, and awards them a TBD video game console to reward them for being able to put up with so much

Cupids Dating Blog and The Heartbreak Kid Prize Pack Give Away

- Win a 'date' to see The Heartbreak Kid on Cupid's Dating Blog
- The contest will give away 10 'dates' over 10 days leading up to release with video clips featured on the home page

In addition to the specific contests listed above, a dozen or more prize pack giveaways will be executed at a number of other blog, entertainment, humor, film and lifestyle sites. These contests usually consist of signed posters, t-shirts and DVDs

Viral Video Propagation



- Upload approved video clips, video interviews, EPK, and b-roll footage, to our database of over thirty unique viral video sites
- Working within the viral communities to promote footage to target audiences
- Distribute embedded player links to extensive list of key blogs and sites for third party coverage of select footage
- Drive traffic to the content we upload

Appendix A

(viral video sites)

Atom Uploads
Sharkle
Daily Motion
Clever
Revver
Bolt
YouAreTV
Lulu
Uvouch
Brightcove
Flixter

Google
FunnyOrDie
Break
Cool Streaming Video
Putfile
Flukiest
YourDailyMedia
YouTube
iFilm
Crackle
Heavy

Clip Shack
Vech
Gleeker
Flixya
Vsocial
Flurl
Live Video
Vidiac
Vidilife
LiveLeak
7Humor

MySpace
Facebook
YFly
Block Savvy
Buzznet
Heavy
Bebo
TagWorld
MOG
Reccenter

(social networking sites)

Sample Viral Content Seeding



Clips uploaded to viral video and file sharing sites get homepage placement on 3rd party sites and blogs

YouTube
Broadcast Yourself™

Help, RL

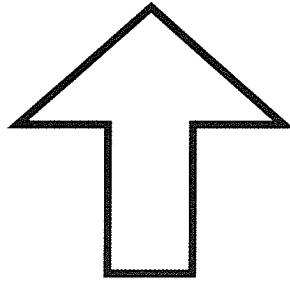
Videos Categories Chat

What are the most popular videos... TODAY'S WEEK?

Justin Timberlake - Sexy Back

Rate this video: ★★★★★ 4/50 ratings
Views: 2,724,002 Comments: 1633 Favourite: 13640 times

Save to Favorites Add to Groups Share Video Post Video Flag as Inappropriate



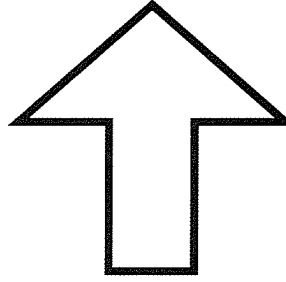
Justin Timberlake video uploaded to YouTube and covered on Perez Hilton

http://perezilton.com/

Eat Him Up
Perez Hilton: Justin Timberlake

It's the summer of Justin!

COMEDY CENTRAL INSIDER



Blades of Glory clip uploaded to iFilm and covered on Comedy Central Insider

iFilm

Home FILM Channels Upload A Video

Search **FILM** blades of glory

Buzzed Driving is Drunk Dr

You searched for: blades of glory

Order by: Relevance | Most Recent | Most Popular

1. **Doing Push Ups With Jimmy & Chazz**
Feb 21 '07 at 3:15 PM - 7,038 views - 0 comments
Movie Trailers & Clips - funny clip from "Blades of Glory" watch video »

Save to Playlist | Email to Friend | Publish To: MySpace / Blog | +

Upload a Video

Channels | + | Animation & Cartoons Comedy Commercials Extreme Sports Girls Motorsports Movie Trailers & Clips Music Videos Short Films Television

March 02, 2007

Video: Three Tiny Blades of Glory Clips

If those three blades clips from Blades of Glory are any indication, the flick's bound to be a big success of sorts. We find together by a loose-but-not-loose plot. While I come from that camp for a good AMI Entertainment. Thank you for the content.

March 02, 2007

iFilm
Action/Comedy
Doing Push Ups With Jimmy & Chazz

Watch trailers, clips, photos, more from Blades of Glory.

Target Site Lists



Below is a small sampling of sites and blogs that will be targeted for video features, interviews and reviews:

- | | | |
|---------------------|--------------------|------------------------|
| A Socialite's Life | Filmcritic | Movie Freak |
| Ain't It Cool News | Fixins | MovieWeb |
| Buzz Patrol | Give Me My Remote | Nerve |
| Celluloid and Vinyl | Goldenfiddle | No Good For Me |
| Cinecon | Gorilla Mask | N-Zone |
| Cinegeek | Hollywood.com | Oh No They Didn't |
| College Club | Hybrid Magazine | PopBytes |
| College Humor | I Rock, I Roll | PopYOUlarity |
| Crack Muffin | IGN | Prefix Mag |
| Cringe Humor | Impose Mag | Prick Mag |
| D-Listed | Inside Pulse | Rotten Tomatoes |
| Dark Horizons | Kludge Magazine | Synthesis |
| Date | Liquid Generation | Tastes Like Chicken |
| Dating Direct | Losing Today | Teen Hollywood |
| Dead Frog | Lost At Sea | Thighs Wide Shut |
| Dorks | Manly Thoughts | UGO |
| E-Harmony | Match | Usounds |
| Empire | Maxim Online | Whatevs |
| Entertainment World | Milk & Cookies | Witz |
| FHM | moviesblog.MTV.com | WWTDD |
| Pop Candy | All Movie | Comedy Central Insider |
| Fuzzy Lion | Superior Pics | I Watch Stuff |
| Gizmodo | Ben-Stiller.net | Hollywood North Report |
| Geeks of Doom | Celebrity Wonder | SPIN |
| Movie List | Buzz Sugar | Rolling Stone |
| Pop Syndicate | The Movie Blog | Ace Show Biz |
| College Candy | Movie Poop Shoot | All Movie Portal |
| Aske Men | Cinematical | Slas Film |
| Celebrity Cafe | JustJared | Playboy |
| Funny Reign | Starpulse | Just Jared |
| | | Seriously OMG WTF |

Target Site Lists

Bridezilla and Bachelor Sites:

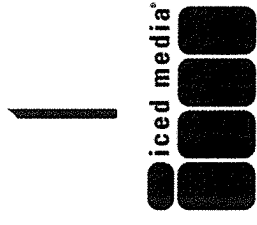
[Bridalicious](#)
[ModGirl](#)
[FaceLikeMurderBridezilla](#)
[BridezillaPreventionProject](#)
[GoingBridal](#)
[BachelorPartyFun](#)
[YouMayNowKissTheBlog](#)
[IndieBride](#)
[Bridalwave](#)
[The Apiary](#)
[The Coming](#)
[The Bastion](#)
[TrueBrideConfessions](#)
[Diary of a Bride](#)
[ManoloBrides.com](#)
[Always a Bridesmaid](#)
[Beauty is in the Eye of the Beholder](#)
[Bridal Bar Blog](#)
[Bridalicious](#)
[Bridalwave](#)
[Brideness](#)
[Bridezilla](#)
[Confessions Of The Wedding DIVA](#)
[DIY Wedding Planner](#)
[Don't Be That Bride](#)
[Dreams on a Budget](#)
[Ethical Weddings](#)
[Flaming Tulle](#)
[Fresh Bride](#)
[From "I Will" to "I do"](#)

[Godawful Wedding Crap](#)
[Great Green Weddings](#)
[Here Comes the Blog](#)
[I love Weddings](#)
[Never teh Bride](#)
[Observer Bridal Blog](#)
[Offbeat Bride](#)
[Oh joy!](#)
[Our One Heart](#)
[Our Wedding](#)
[Our Wedding Plus](#)
[Paper Bride](#)
[People's Real Life Weddings](#)
[Polka Dot Bride](#)
[RSVP Shindig](#)
[Saving for a Wedding](#)
[Should we get married?](#)
[The Awesome Photo Blog](#)
[The blog at Bloomery](#)
[The Bridesmaid's Blog](#)
[The Preppy Wedding](#)
[The Wedding Register](#)
[Tidbits on Weddings by Socialites](#)
[To Love, Honor, and Dismay](#)
[Trash the Dress](#)
[Veiled Conceit](#)
[Wed Log](#)
[Wed This](#)
[Wedaholic](#)
[Wedding Bee](#)
[Wedding Fanatic](#)

[Wedding Mapper](#)
[Wedding Tactics](#)
[Wedlok](#)
[What Junebug Loves](#)
[White Lace Wedding](#)
[And the bride wore...](#)
[And they lived happily ever after...](#)
[Going Bridal](#)
[GreenKarat](#)
[Groom Groove](#)
[Groom Stand](#)
[I Do Foundation](#)
[I Hate My Inlaws!!!](#)
[Indie Bride](#)
[Let's Run Off](#)
[Pearl Paradise](#)
[Portovert](#)
[Something Old, Something New](#)
[True Bridal Confessions](#)
[Uglydress.com](#)
[Way Cool Weddings](#)
[Wedding Podcast Network](#)
[Wifeville](#)

[Yahoo Groups:](#)
[Heartbreak](#)
[Breaking Up](#)
[Weddings](#)



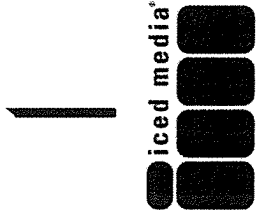


Target Site Lists - Unrated Content

Below is a small sampling of viral sites and blogs that will be targeted for any unrated content:

- | | | | |
|-------------------|-------------------|-------------------|---------------------|
| Elite-Videos | Funny Videos | Super Evil Robot | Ask Men |
| Meanduck | List Dump | Fun Dump | Blender |
| Danerd | Dumbie | Cool Clips | Briznx |
| Kontraband | Drunk University | Video Spud | Bullz-Eye |
| Abum | Dump Head | Dave's Daily | Cracked |
| TimeKiller | Shocking Clips | Lol Wow | Double Agent |
| Magamba | Funny Links | Humor Trade | Film Junk |
| Video Madness | Zumboo | Fungod | Frat Pack |
| Ownage | Too Shocking | I-Am-Bored | Geeks of Doom |
| Nopers | Funny Jokes | The Shortest Bus | Happy Robot |
| Moron | Funny Videos | Daily Slacker | Jaya Movie Blog |
| Bored Town | UnitedNothing.net | Ridiculous Videos | Jive |
| Kill Some Time | Vid Craze | Evil Dump | Joblo |
| Goyk | College Slackers | Twisted Videos | Movie-Vault |
| College Downtime | Top Music Videos | Vidcrazy | Nonk |
| United Nothing | Big Bad Site | Colbert Videos | Pajiba |
| Leenks | Buzz Humor | Funny Clips | Playboy |
| Rupid | Wtf People | Beaned | Rope of Silicon |
| Humor Trade | Bloogie | DipTard.com | Shakefire |
| My Blam | Link Dump | Morons On The Web | Slash Films |
| Fun Only | American Films | Fazed | Spout |
| Yikers | Shock This | Eat Liver | Strange Pup |
| Stupid Videos | Raw Meat | Cowardly Escape | Tailer Spy |
| Crack Muffin | Funny Burger | Online Arcade | Tastes Like Chicken |
| Sorry I Got Drunk | Slacker Network | Gallery Dump | The Man Room |
| Worst Previews | Get Laid | Funny Link Dump | The Movie Box |
| Prick | Trailer Spy | Twitch Film | The Movie Times |
| FuzzyLion | Trend Pimp | Useless Men | Top Movie Blog |

Target Site Lists



Below is a small sampling of sites and blogs that will be targeted for contests and larger exclusive features:
(appendix C)

411 Mania
Alloy
Crave Online
Shakefire
Stuff Magazine
King
Ticketmaster/Livedaily
ACED

Zap2it
Kiwibox
EntertainmentWorld
Bullz-eye
The Knot
GetMarried.com
Gothamist

Celebrity Cafe
SPIN
Dead-Frog
ElleGirl
YFly
Inside Pulse
Junkiness

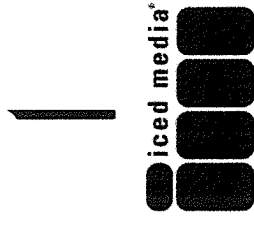
The following are films and shows with fans likely to respond well to The Heartbreak Kid, based on the cast of the film or style of humor. We should consider this our core target audience and build from there.

Anchorman
Along Came Polly
Napoleon Dynamite
Arrested Development
Saturday Night Live
Dodgeball
Old School
Wedding Crashers

The Daily Show
Blackballed
The Benchwarmers
The Office
Dog Bites Man
Comedians of Comedy
Late Night with Conan O'Brien

The Simpsons
Upright Citizens Brigade
Wet Hot American Summer
The State
The 40-Year-Old Virgin
Deuce Bigalow
Zoolander

Dating Sites and Blogs



In addition to the entertainment, movie, and other sites we'll be servicing, we will also focus on getting HBK content on the plethora of dating sites and blogs on the web. This is an area we haven't worked with on our past projects, but will be a good fit for this film.

sample list of dating sites and blogs:

- Dating Dames: <http://www.datingdames.com/>
- Brain Dancing: A Bluntly Personal Look at Online Dating : [http://www.braindancing.blogspot.com/Charming But Single](http://www.braindancing.blogspot.com/CharmingButSingle): <http://charmingbutsingle.com/>
- The 15 Minute Dating Blog: <http://15minutedate.com/blog/>
- Singled Out: A Seattle Dating Blog: [http://blog.seattlepi.nwsource.com/singledout/e-Amore News](http://blog.seattlepi.nwsource.com/singledout/e-AmoreNews): <http://www.e-amore-news.com/>
- Post Modern Dating: <http://www.postmoderndating.com/blogs/blogshe/>
- Collaboradate Online Dating Blog: <http://www.collaboradate.com/blog/>
- Rosalind's Dating Blog: <http://www.sage-hearts.com/online-dating-blog/>
- Online Dating Insider: <http://onlinedatingpost.com/>
- Miss Match Blog: <http://missmatchblog.blogspot.com/>
- Blog Her: <http://blogher.org/node/413>
- Wikia Dating: <http://personals.wikia.com/>

Tools, Dates, and Cost



Tools Requested:

- Various DVDs (mentioned in contests above) #s to be determined
- 30 signed *The Heartbreak Kid* posters
- Any available video links encoded in Windows Media, Real Player, and QuickTime streaming formats, as well as downloadable iPod and PSP formats.
- Any available soundtrack songs in streaming or mp3 format
- Cast bios and any press releases (if available) in MS Word format
- *The Heartbreak Kid* one-sheet and teaser poster images, in high-res JPG format
- Any and all publicity photos and stills from the film, in high-res JPG format
- Any other special promotional items (limited edition posters, shirts, keychains, etc) for key sites

Program Dates:

August 5, 2007 - October 5, 2007

Cost:

Marketing Service Campaign & Facebook build, maintenance and management: \$[REDACTED] per month

*Additional expenses not included in the budget will be pre-approved and will be billed as they are incurred. Expenses include all mailing costs of promotional materials and any other out-of-pocket costs directly related to this project.

Contact



Scott Hurwitz
Sr. Vice President, ICED Media
415 West Broadway, 2nd Floor
New York, NY 10012
P: 646.753.6401
E: Scott@icedmedia.com

Scott Barrett
Project Manager, ICED Media
415 West Broadway, 2nd Floor
New York, NY 10012
P: 646.753.6402
E: barrett@icedmedia.com

EXHIBIT B

(FACEBOOK INITIATIVE)

ICED Media: Facebook Initiative

ICED will build and maintain a Facebook page dedicated to *The Heartbreak Kid*.

Every single day of this campaign, the page will be updated, friends will be approved, new contests will be launched and team missions will be assigned.

Each week there will be at least one message to all members informing everyone about the new content, contests and opportunities on the HBK Facebook page.

Week 1 (8/6) Page build, friend recruitment - incentives for users bringing in more than 10 new members (posters).

Week 2 (8/13) Debut video content, 1st mission/contest to put clips on your page.

Week 3 (8/20) Daily contests for various participation levels (signing wall, commenting on photos, putting HBK content on your page).

Week 4 (8/27) More content distributed; new images, buddy icons, widgets, sound files, video clips posted on the HBK page. Make video content downloadable for PSPs, Ipods.

Week 5 (9/3) Team member # goals set for exclusive content, HBK comments made on Labor Day to all current members, new discussions/team games implemented.

Week 6 (9/10) Letter of the day contest begins, ASCII posts, more interactive features.

Week 7 (9/17) Gift week, debut new HBK 'adult' content, playlist contest launch.

Week 8 (9/24) Trivia week, Discussion board focus, sound bytes unveiled.

Week 9 (10/2) Content from the junket will be featured, Win a date to HBK contests all week.

Prizing will range from ROE passes to posters, shirts, signed items.

Letter of the day/word of the week for HBK prizes:

- Each day we put up a "letter of the day" on the Facebook page for a

determined amount of time (1/2 hour, 1 hour, etc)

- Members have to go to the page and check each letter, keep track of the letters for a week, then post the word on a message board
- The first one who puts the word up on a message board (or emails it) gets a prize

Film/Actor/Farrelly Brothers Trivia Quiz

- 6 Apple shuffles will be given-away in correlation with the trivia game based on film stars and previous Farrelly brothers and Ben Stiller films
- We'll come up with questions to be pre-approved before we roll out this weekly contest

Photo Captions

- Post photos from film for users to create captions, all members friends will see photos
- Members who participate will have the opportunity to win a trip to Cabo

Group List: The top ten will be based on events from the film

- You know love blows when...
- She doesn't know what the missionary position is
- You curl up in a rocking chair in shock after sex

We can then add other funny items based on other Ben Stiller and Farrelly brother films to the list to spark discussion

- You know love blows when.....
- You're partner doesn't know what a eugogaly is...
- You're partner doesn't like Orange Mocha Frappuccinos!
- He's not an ambi-turner...
- He's a bleeder...
- You live in Far Away City but your girlfriend lives in Aspen, where the beer flows like wine...
- You're girlfriend has a great set of hooters... but they're just owls...
- You're bf/gf always tries to triple stamp your double stamps (but you know you can't triple stamp a double stamp)

Roadtrip Playlist with iLike

- Users create the ultimate roadtrip playlist and post it to their profiles
- Vote for the best playlists
 - Playlist with the most votes wins an iPhone with \$20 iTunes giftcard to make your own playlist

Viral Photo Stickers

- ASCII picture of a nose with “Love Blows” coming out of nostrils
 - Group members will copy the image from the group and post it as a comment under every photo they can find of people kissing, prizing awarded first come, first served.

Gifts

Group will Vote to Determine Opening Week Gift

- Donkey – ass branded with HBK
- Baby Oil – HBK branded
- Robe – HBK branded
- Tux – HBK branded
- Wedding Ring - HBK 10.5 branded

Members who active on the HBK page will get their first gift free. Other exclusive HBK gifts are for sale.

More Discussion Board Items: You know love blows when...

- She doesn't know what the missionary position is
- You curl up in a rocking chair in shock after sex

Team Goals

- When the number of members in the group reaches designated benchmarks, we release deleted scenes and special clips for everyone to enjoy