

# Schapiro Exhibit 16

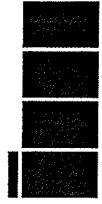


415 West Broadway, Suite 2N New York, NY 10012

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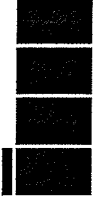
**ICED MEDIA®**



**NACHO LIBRE**

Online Wrap Up 3/1/06-6/16/06

Client: Paramount Pictures  
Project Run Dates: 3/1-6/16



ICED Media was able to secure Nacho Libre content on a total of **126** different sites during the 14 weeks on the project. There was a good mix of confessionals, trailers, movie clips, photos, soundboards, interviews and more on a variety of sites from entertainment to video game, viral video, music, Latino, comedy, community, toy, wrestling, lifestyle, celebrity, blogs and boards.

The success of this campaign is rooted in the content that we were able to provide to such a wide array of sites and blogs. The content was compelling and funny throughout the campaign, and received a tremendous response from the online community. This, combined with our ability to adapt to the ever-changing landscape of interactive media, resulted in a highly successful campaign. We feel strongly that this multifaceted campaign has helped to create the buzz online that Nacho Libre has something for everyone.

Highlights from our campaign include **35** contests with sites such as Ticketmaster, LiveDaily, Zap2it, Spin, CCS, TeenHollywood, Aced, Shakefire, HipOnline, Hybrid, AndPop, Celebrity Café, Entertainment World, Kiwibox, Stuff, Hoopshype and others. Our Syndicated Blog Contest was featured on 8 sites as well.

Interview content graced homepages of Shakefire, Entertainment World, Bullz-Eye, HipOnline, YouTube and FHM.

Confessionals and other Nacho Libre video clips and trailers have been seen on over 100 sites we've worked with. Sites range from Pariguayo to Goldenfiddle, Joystiq, Keep Me Busy, Kotaku, From Parts Unknown, A Socialite's Life, Fixins, Inside Pulse and others.

We also created viral tools such as the Nacho Libre Soundboard and various photoshopped Nacho images for messageboard posting.

The Nacho Libre Myspace page has over 13,500 friends: <http://www.myspace.com/nacholibre>

Nacho Libre's Myspace Sightings page has over 1000 friends as well: [http://www.myspace.com/nacholibre\\_sightings](http://www.myspace.com/nacholibre_sightings)

Our MySpace grassroots campaign was able to utilize the enthusiasm of fans worldwide and continue to create buzz for the film with a number of promotions we ran. The Cinco de Mayo program had the greatest response with hundreds of Nacho Libre images placed on comments sections of our friends and friends of friends. Weekly confessional propagation missions helped get the word out about the film early with a combined 500 placements. The team continues to be active and we receive emails and comments everyday.

Clips uploaded to YouTube, Bolt, YourFileHost and Del.icio.us were viewed a combined 100,000 times over the course of the campaign.

Our strategically placed message board posts continued to generate conversation. There were Nacho related WWE talk, photoshopped images posted and general movie talk prompting some good conversations.

Below are the 126 sites featured in this document:

13gb.com  
411 mania  
absolute now  
aced magazine  
addicting clips  
ain't it cool  
andpop.com  
all movie portal  
alloy  
bella online  
blog critics  
bolt  
break.com  
bultz-eye  
buzz patrol  
café jack  
can mag  
ccs  
the celebrity café  
celebrity wonder  
chat avenue  
cinema.com  
cinema blend  
citysearch  
contact music  
crave online  
cravefix  
daily sonic  
dark zero  
decoy music  
delicio.us  
destructoid  
d-listed  
don and murph

ds fanboy  
dreams of horses  
drunken delight  
ebaums world  
elijahqueo  
entertainment world  
espire  
fever magazine  
fhn  
filecow  
film jerk  
filmwad  
fixins  
free oops  
from parts unknown  
fpu blog  
gamerscore blog  
game set watch  
golden fiddle  
grouper  
guba  
hip online  
hollywood north report  
hollywood tuna  
hoops hype  
hybrid magazine  
iced blog  
idle riot  
ifilm  
ign  
ilounge  
imageyeneration  
inside pulse  
l watch stuff

jack black net  
joystiq  
keep me busy  
kill my day  
kiwibox  
kotaku  
livedaily  
loudersoft  
lovely mrs. davis...  
manic mess  
medicine films  
migente  
milk and cookies  
movie web  
movies videos  
music flava  
my old kentucky blog  
monday morning commute  
myspace  
news today  
oh no they didn't  
pariguayo  
perez hilton  
popmatters  
popoholic  
popularity.com  
prefix magazine  
productshop nyc  
pro wrestling torch  
psp world  
rarrm i'm a blog  
rotten tomatoes  
shakefire  
silent uproar

smit happens  
a socialite's life  
spin.com  
stuff magazine  
superhero hype  
synthesis magazine  
tastes like chicken  
teen flava  
teen hollywood  
ticketmaster  
toy tokyo  
trailerdownload  
true artist entertainment  
university humor  
updraft  
video detective  
vmix  
williamsboard  
witz.org  
worth 1000  
you can't make this up  
yourfilehost  
youtube  
zap2it



13GB.com

<http://www.13gb.com>

(100K unique visitors per month)

- Confessional trailer and Confessional #1 featured from homepage

13GB Funny Videos, Photos & Flash Games Updated Daily





<http://13gb.com/>

[Home](#)
[Videos](#)
[Photos](#)
[Games](#)
[Submit](#)

**Sort Links**

BY EBAY	61
BY FREE	94
BY GEEKY	153
BY HONOR	201
BY NEWS	180
BY PEOPLE	138
BY VIDEOS	302
BY WTF	186

**Search Links**

**Sponsors**

Spring Break Chicks Movies, Plus and Where to hook up

Outrageously Hot Videos Just barely safe for keeping you from sleeping at work!

**Today's Links**

**Lastest Live Journal Pics**   **College Babes**   **TV Show Montages**   **Heavy Video**

Cool Designer T-Shirts Brand New T-shirt Designs from hot hot hot empire

Spring Break Chicks Movies, Plus and Where to hook up

Don't Have a Girlfriend? Use the web!

See your link here

**Pool Tricks**  
Video clip of some average dudes doing some very cool pool tricks...

**Broke'bat' Mountain**  
First it was two lonely cowboys on the plain, now it's two lonely superheroes...

**Jack Black behind the scenes of Nacho Libre**  
On the set in Mexico, JB was given a camera for a day. Here's what he did

**13gb.com's Latest Media**

	<b>Sheep Go To Heaven...</b> Views: 3 Type: Game
	<b>Trump's High Profile Friends</b> Views: 24 Type: Photo
	<b>Broke'bat' Mountain</b> Views: 44 Type: Photo
	<b>Three 6 Mafia + Oscar</b> Views: 28 Type: Photo
	<b>Star Wars Groomsman</b> Views: 140 Type: Photo
	<b>First Health Ledger, Now Ang Lee!</b> Views: 228 Type: Photo

**Sponsor**

**Jack Black Confessional**  
Jack Black behind the scenes on the first day of shooting "Nacho Libre"

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ICED Media, Nacho Libre Online Campaign

Confidential



# 411 Mania

<http://www.411mania.com>

(400K unique visitors per month)

- Nacho Libre contest page featured 3 wrestling-specific confessionals (6,7, 9), synopsis and movie poster
- Gave away prize pack with DVDs, signed poster and t-shirts
- Homepage feature day of release with 7 out of 10 review

The screenshot shows the 411 Mania website interface. At the top, there's a navigation bar with links for Home, About Us, Movies/TV, Music, Wrestling, Politics, Sports, Games, Forums, and The 411. A search bar is also present. Below the navigation, there are several content sections:

- MOVIES/TV:** A featured article for 'NACHO LIBRE' with a contest announcement: "Contest! Win The ULTIMATE Nacho Libre Jack Black Nacho Libre Dynamic Prize Pack from 411! Posted by ANITA on 06-15-2006". Below this is a photo of Jack Black in a wrestling ring with the text "It's one of the best 411 Movie contests yet!".
- MUSIC:** A section titled "ASK 411 MUSIC!" with a photo of a person and the text "ASK 411 MUSIC! Ask my Cash and Charo Bakkey reviews Tom Petty & the Heartbreakers, The Black Crowes, Dead in the Water, Shuffles, Paul Weller & The Pastors (7), my Top 5 Hit Bands, the KISS Army, and much more. Join the latest edition of 411 Mania's Ask 411 Music!"
- SPORTS:** A section titled "THE TAP OUT!" with a photo of a UFC fighter and the text "THE TAP OUT! Is the UFC challenge WWE on the PPV level? How much the fighters made from UFC 60, K-1 Hero's 1st debut on PPV in America, Goldberg joins the WFA (as an announcer), and Question of the Week: What Cup Player of the Week... Round 1!"
- WRESTLING:** A section titled "WRESTLING" with a photo of a wrestler and the text "WRESTLING Evolution Schedule: DX (Part 1) The History of Crow: Ba, Bachelors Watchdog Sports: What's the deal with the... Round 1"

At the bottom of the page, there are several promotional banners:

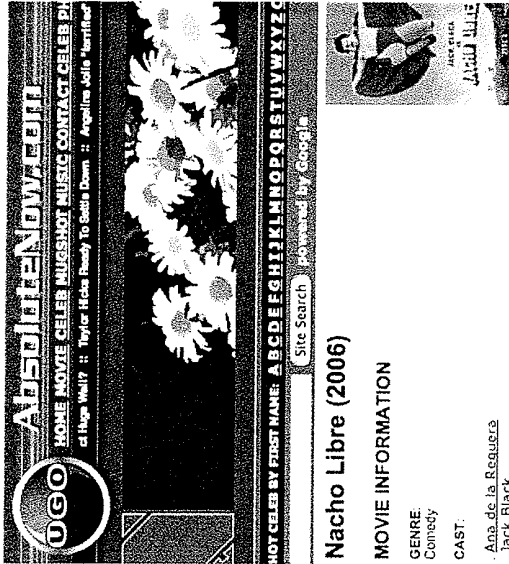
- Allstate:** "Earn \$100 off your deductible for every year of safe driving. Up to \$500. It's something to look forward to." Includes the Allstate logo and a "FAST FORWARD" button.
- Check This Out!** A list of featured content: "Trust The Man Trailer", "Snakes On A Plane Trailer", "Mission: Impossible 3 Trailer", "Poseidon Trailer", "Fast And The Furious: Tokyo Drift", "Alpha Dog Trailer", "American Gun Trailer", "Nacho Libre: Promo Clips", "Over The Hedge Trailer".
- 411 Mania.com:** "pop-culture since '96".



## Absolutenow

[http://www.absolutenow.com/m/2006\\_Nacho\\_Libre.html](http://www.absolutenow.com/m/2006_Nacho_Libre.html)  
(100K unique visitors per month)

- Site included links to Confessionals 4, 5, and the trailers



The screenshot shows the Absolutenow.com website interface. At the top, there is a search bar with the text "Site Search" and "Submitted by Google". Below the search bar is a navigation menu with the following items: "HOME MOVIE CELEBS RUGSHOT MUSIC CONTACT CELEB PI", "d Hugs Wallp", "Taylor Hicks Ready To Soak Down", "Regina Jolie 'Horrified'", "HOT CELEB BY FIRST NAME: ABCDEFGHIJKLMNOPQRSTUVWXYZC", and "Submitted by Google". The main content area features a large image of a field of daisies. Below the image, the movie title "Nacho Libre (2006)" is displayed. Underneath, there is a section for "MOVIE INFORMATION" with the following details: "GENRE: Comedy", "CAST: Ana de la Reguera, Jack Black, Carla Jimenez, Eren Ramirez, Troy Gentile", "DIRECTED BY: Jarce Hess", "PRODUCED BY: David Klawans, Jack Black, Julia Pistor, Mike White", "DISTRIBUTED BY: Paramount Pictures", "RELEASED ON: June 16, 2006", "WRITTEN BY: Jared Hess, Jerusha Hess, Mike White", "OFFICIAL SITE: click here", and "MULTIMEDIA: Confessionals Trailer (Windows Media large), Confessionals Trailer (PSP), Confessionals Trailer (IPOD), Confessional - Episode 4 'Film Magic' (Windows Media large), Confessional - Episode 5 'Chariot' (Windows Media large), Theatrical Trailer (Windows Media large), and Internet Trailer (Windows Media large)". At the bottom, there is a "MOVIE STILL S: click here" link.

# ACED Magazine

[http://acedmagazine.com/upcoming\\_movies.html](http://acedmagazine.com/upcoming_movies.html)

(1 million unique visitors per month)

- Nacho Libre contest featured on home page from 5/3 through release week
- Gave away prize pack including signed mask, poster, DVDs and t-shirt
- Contest and upcoming movie pages feature trailer, confessional, official site link and more

**Win Prizes from the Movie Nacho Libre!**

BE ONE OF THE LUCKY PEOPLE TO WIN an Autographed Nacho Libre Luchador Mask, Nacho Libre poster autographed by Jack Black, Napoleon Dynamite DVD, School Of Rock DVD, or a Nacho Libre T-shirt!

**Film Synopsis:** Jack Black stars as Ignacio (friends call him Nacho), a Mexican priest who moonlights as a lucha libre wrestler to raise money for his orphanage in this comedy from the creators of "Napoleon Dynamite" and the writer and star of "The School of Rock."

**Visit Official Site | View Trailer | JB Confessional**

**Prize Packages:**

- Grand Prize Winner:** Autographed Nacho Libre Luchador Mask, Napoleon Dynamite DVD, School Of Rock DVD, and a Nacho Libre T-shirt.
- First Place Winner:** Nacho Libre poster autographed by Jack Black and a Nacho Libre T-shirt.
- Second Place Winner:** Nacho Libre T-shirt.

*No purchase necessary.*

Please read **CONTEST RULES** before entering. Contest ends June 16th. Winners will be notified by June 18th.

**NACHO LIBRE : June 16th 2006**

MPAA Rating: Not Rated  
Starring: Jack Black, Hector Jimenez, Ana de la Reguera, Richard Monoya, Peter Stormare  
Directed by: Jared Hess

**Synopsis:** Jack Black stars as Ignacio (friends call him Nacho), a Mexican priest who moonlights as a lucha libre wrestler to raise money for his orphanage in this comedy from the creators of "Napoleon Dynamite" and the writer and star of "The School of Rock."

**Visit Official Site | View Trailer | Prize Promotion**

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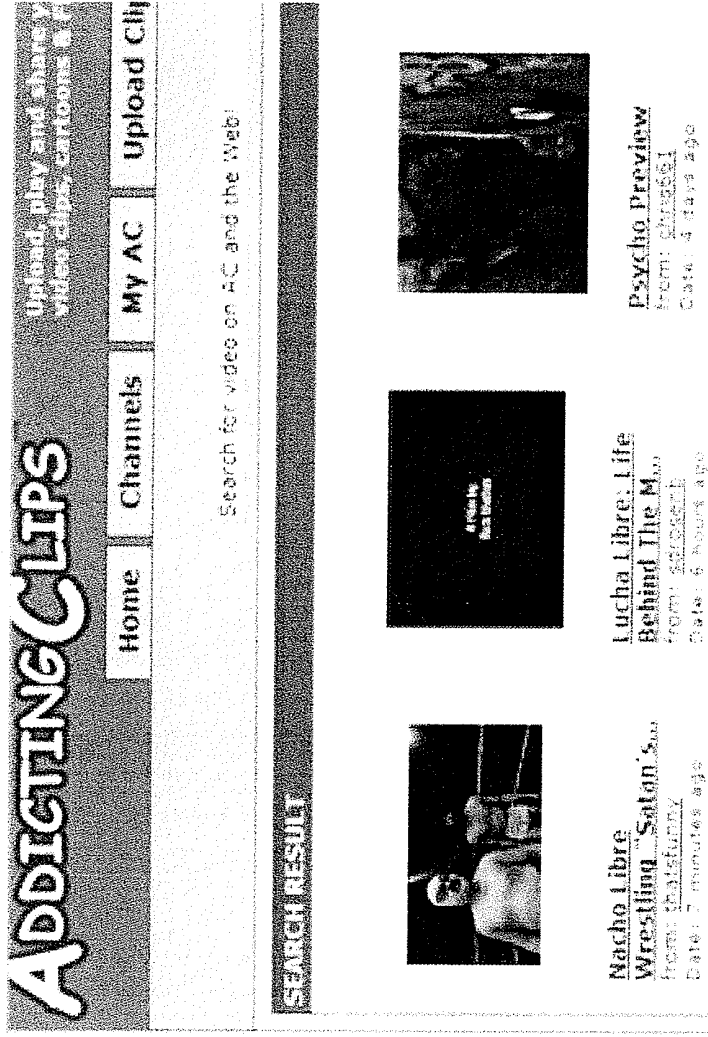
# Addicting Clips

<http://www.addictingclips.com>


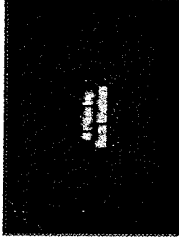

<http://addictingclips.com/Clip.aspx?key=4B7488640D779DC2>

(80K unique visitors per month)

-"Satan's Cavemen" clip uploaded to viral/humor website



The screenshot shows the Addicting Clips website interface. At the top, there is a navigation menu with links for Home, Channels, My AC, and Upload Clip. Below the navigation is a search bar with the text "Search for video on AC and the Web:". The main content area is titled "SEARCH RESULT" and displays three search results. Each result includes a video thumbnail, the video title, the source, and the date.

Thumbnail	Title	Source	Date
	Nacho Libre Wrestling "Satan's Cavemen"	from: thatsturney	Date: 7 minutes ago
	Lucha Libre: Life Behind The Mask	from: srsocent	Date: 6 hours ago
	Psycho Preview	from: chris681	Date: 4 days ago



Alloy

<http://www.alloy.com>

(1.5 million unique visitors per month)

- Added positive ratings and comments to Entertainment page
- Media buy provided homepage coverage day of release

The screenshot shows the Alloy website interface. At the top, there's a navigation bar with links like 'SHOP', 'entertainment', 'style', 'your life', 'guys', 'boards', 'superquiz', 'book club', and 'win'. Below this is a search bar and several utility links: 'FREE CATALOG', 'SHOP', 'PRIVACY POLICY', 'JOIN ALLOY', 'ALLOY E-ZINE', and 'USER FEEDBACK'. The main content area features a large 'ALLOY' logo and a 'COOL BREATH POWER.COM' banner. The featured product is 'Nacho Libre', with a 'rate it!' section showing a 4.5-star rating. Below the product title, there's a description: 'The Playest: Jack Black. Release date: June 16, 2006. The good, the bad, OR the ugly: Ignacio (Jack Black), who's known as "Nacho" by his friends, works as a cook in a Mexican orphanage. To raise money for the orphans, Nacho takes up lucha libre wrestling. To watch or not to watch: Directed by Jared Hess of Napoleon Dynamite fame, Nacho Libre features Jack at his finest. This is the movie you'll be quoting all summer long. (Besides, you'll see Jack Black in lights. Need we say more?)'. A comment section titled 'WHAT DO YOU THINK?' shows a post from 'Tennis Cuts' dated 'Jun 2, 2006 11:20:26 PM' with the text: 'This is weird but... Jack Black is HOT in LOL! think so'. Below this is another comment from 'C...rie' dated 'Jun 2, 2006 10:10:55 AM' saying: 'I'm really sorry to say but this looks really dumb!! I mean I like nepoleon dynamite but this looks horrible. I mean my mom says NO and says that this looks good but I dont think so. Sorry thats my opinion'. The page also includes an 'ARCHIVE' section with 'SEARCH' and 'ALFRENO' links, and a 'King Kong' link. At the bottom, there's a 'At the first angle, grab Abreyan' banner.

ICED Media: Nacho Libre Online Campaign

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