



# **Schapiro Exhibit 16**

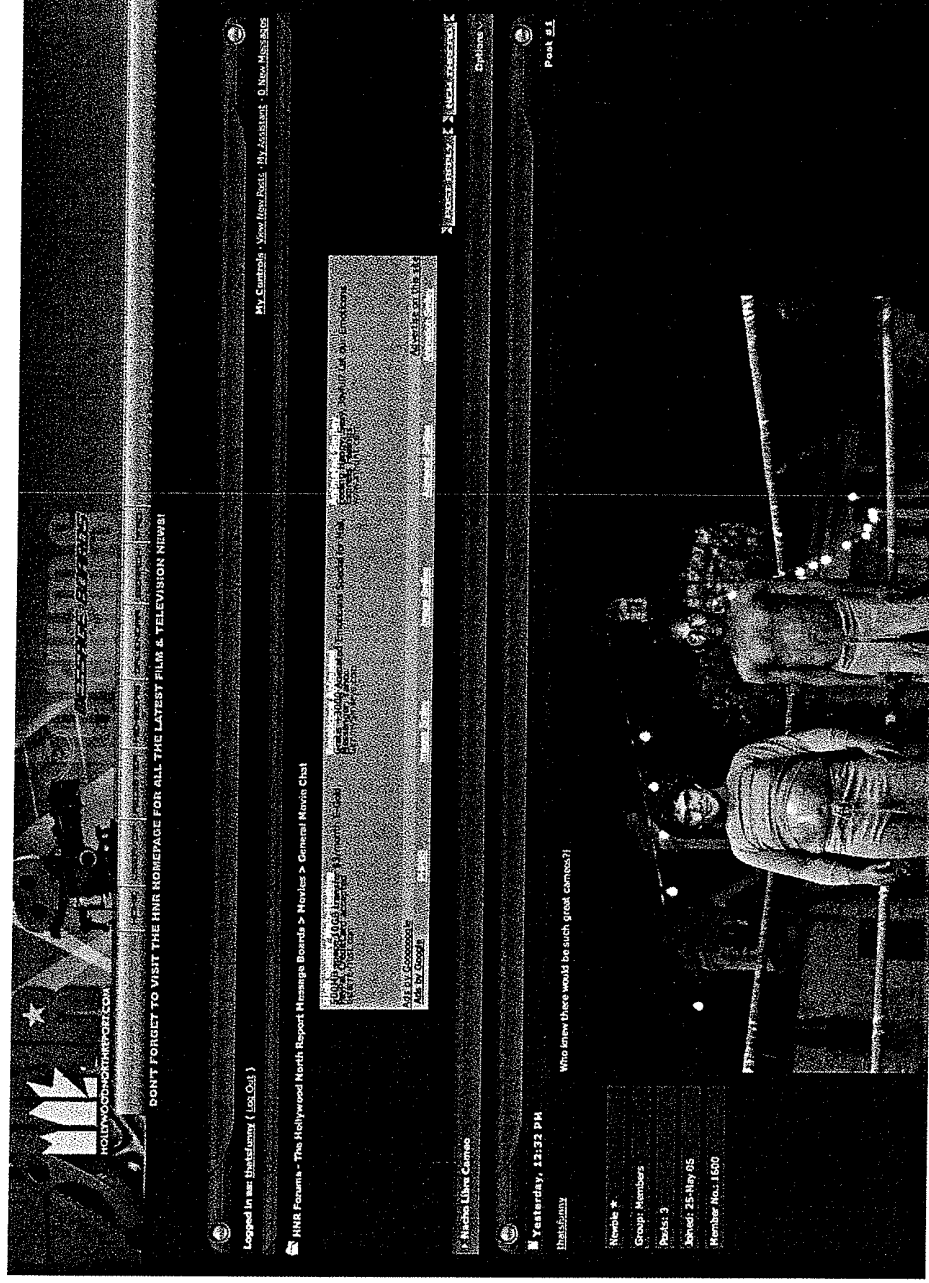
## **continued**

## Hollywood North Report

<http://www.hollywoodnorthreport.com>

(200K unique visitors per month)

- Our Photoshopped images featured in messageboards



ICED Media: Nacho Libre Online Campaign

Confidential

## Hollywood Tuna

<http://www.hollywoodtuna.com>

(50K unique visitors per month)

- Nacho Libre trailer featured on homepage

Hollywoodtuna

 <http://www.hollywoodtuna.com/>

### Daily Tuna

May 1st, 2006



- *Hot chick* blatantly smashing up a car for no reason
- Meet hot *sexy singles*
- Model *Holly* in a bikini
- Does *Nikki Hilton* not have a digital camera?



- *Michelle Trachtenberg* goes for the see through look
- *Brittany Andrews* household hints
- Guy *Gets Greedy*...and gets burned!
- *Jack Black* is... Nacho Libre!

# Hoopshype

<http://hoopshype.com>

[http://hoopshype.com/contest\\_nacho.htm](http://hoopshype.com/contest_nacho.htm)

(200K unique visitors per month)

- Nacho Libre contest featured on homepage (the only non-basketball content on the page)

- Contest page includes photos and links to confessional 9

**How safe is your online sportsbook? Find out now, before it's too late!**  
Read reviews and ratings on more than 240 online betting shops at [SportsbookReview.com](http://SportsbookReview.com) - The Authority on Sportsbooks

**THANK YOU KNOW THE NBA MVP?**

SPORTS MAY 17: CLE 84 - IND 81 DAL 97 - SAS 89  
SPORTS MAY 18: MIN 105 - MIA 106 LAC 118 - PHO 125  
SPORTS MAY 19: DET 72 - CLE 74 SAS 118 - DAL 123  
SPORTS MAY 20: DET 77 - CLE 69 SAS 103 - DAL 104  
SPORTS MAY 21: SAS 2 - DAL 3 DET 11 - PHO 2  
SPORTS MAY 22: SAS 2 - DAL 1  
SPORTS MAY 23: SAS 2 - DAL 1

**PLAYOFFS SECOND ROUND**

DET 77 - CLE 69 SAS 103 - DAL 104  
SAS 2 - DAL 3 DET 11 - PHO 2  
SAS 2 - DAL 1

**BUT NBA PLAYERS**

DET 77 - CLE 69 SAS 103 - DAL 104  
SAS 2 - DAL 3 DET 11 - PHO 2  
SAS 2 - DAL 1

**[RUMORS]**

**Vazquez to join Magic?**  
Magic GM Ole Smith expects Fran Vazquez to join the Orlando Magic in 2007, according to the Orlando Sentinel ... Ben Gordon confidant he will stay with the Bulls ... Jamaal Bullins is unsure whether Bucks still want him ... Larry Rivers will return with the Celtics ...  
- Read more

**[CONTEST]**

**Nacho Libre**  
Which Sonic player will join the Mexican National Team this summer? Send the right answer and the DVD's of *Nacho Libre* and *School of Rock*.  
- Read more

**BETWTS.COM**

**BET THE PLAYOFFS**

**AIR ALERT VERTICAL JUMP**

**WANT HOPS?**

Paul Shirley: "I'm too white to join the Lakers!"

**Hoopshype.com Contest**

**NACHO LIBRE**

Do you want to win a Nacho Libre T-shirt and the DVD's of *Nacho Libre* and *School of Rock*? You just have to answer the following question:

Which Sonic player will join the Mexican National Team this summer?

Send your answer to [Hoopshype@Hoopshype.com](mailto:Hoopshype@Hoopshype.com). Don't forget to include your name and address.

The name of the winner will be announced on June 7.

**NACHO LIBRE**

Nacho (Jack Black) is a young man who was raised in a Mexican monastery in Oaxaca and now works there as the cook, and takes upon himself to rescue the holy place from financial ruin by joining a professional basketball team. He is the only one of the Luchadores. Naturally, Nacho isn't acting out of purely religious motives. He wishes to help Sater Encarnacion (Ana de la Reguera), a beautiful Mexican nun who has recently arrived at the monastery, as well as the gaggle of young orphans who live there.

Nacho Libre opens nationwide on June 16. The film is written by Mike White (*School of Rock*) and is directed by Jared Hess (*Napoleon Dynamite*).

**2002-2006 HOOPSHYPE**  
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**NACHO LIBRE**

JACK BLACK IN NACHO LIBRE

Figure 1 illustrates a four-stage sequential decision-making task. The task begins at a 'START' node, leading to a sequence of four stages. Each stage is represented by a box containing a number and a description of the decision. Stage 1: '1. Choose between two options: A (100%) and B (100%)'. Stage 2: '2. Choose between two options: A (100%) and B (100%)'. Stage 3: '3. Choose between two options: A (100%) and B (100%)'. Stage 4: '4. Choose between two options: A (100%) and B (100%)'. The final outcome is 'END'.

(80K unique visitors per month)

- [illegible]

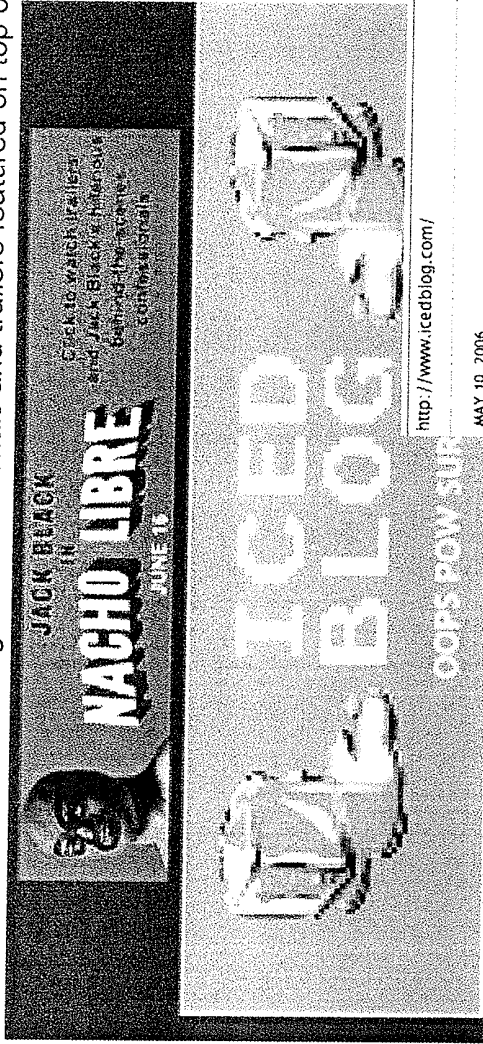
ICED Media: Nacho Libre Online Campaign

[illegible]

## ICED Blog

<http://www.icedblog.com>

- (10K unique visitors per month)
- Syndicated Nacho Libre contest featured on homepage with soundboard
- "Sizzle reel" clip featured on homepage with link to official site
- Nacho Libre banner linking to confessionals and trailers featured on top of homepage.

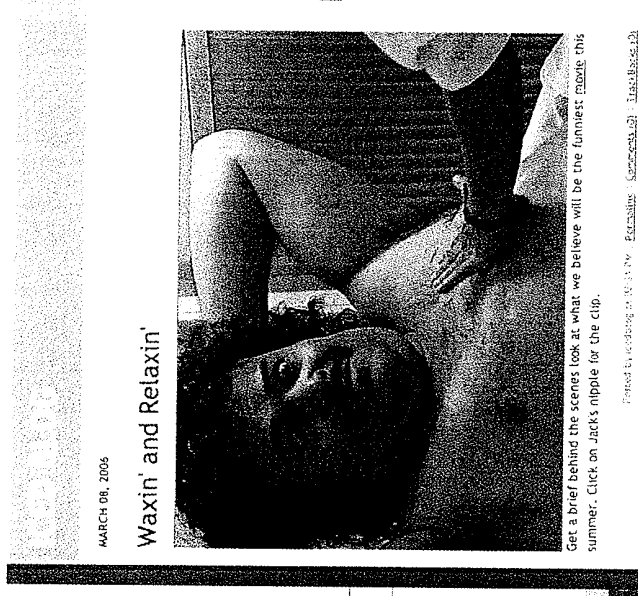
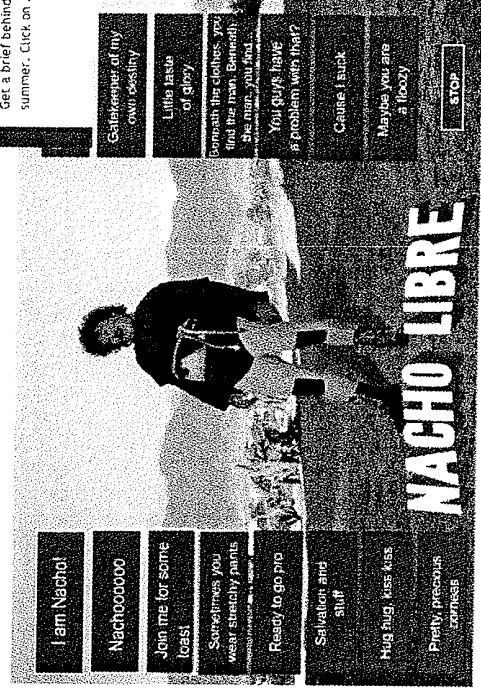


JUNE 14, 2006

Aint Life Grand



Nacho Libre Soundboard



Printed by visiting to: 11:19 PM EST 03/08/06 11:18:56:12

ICED Media: Nacho Libre Online Campaign

Confidential

(50K unique visitors per month)

[http://idleriot.com/](#) [RSS](#) [Q](#)

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### Featured Video



**Jack Black Behind the Scenes of Nacho Libre**  
Behind the scenes of Jack Black's new film, Nacho Libre

[Add To Favorites](#) [Comments \[0\]](#)



**Images: Caught In The Act**  
The guy behind seems to be missing the point

[Add To Favorites](#) [Comments \[0\]](#)



**Images: A soldiers life**  
Can be pretty hazardous

[Add To Favorites](#) [Comments \[0\]](#)



**Images: Avoid Sunburn**  
This guy knows how to stop sunburn

[Add To Favorites](#) [Comments \[0\]](#)



**Images: Street Cleaners Nightmare**  
Whats the fine for an elephant dumping in the street

[Add To Favorites](#) [Comments \[0\]](#)



**Videos: Jack Black Behind the Scenes of Nacho Libre**  
Behind the scenes of Jack Black's new film, Nacho Libre

[Add To Favorites](#) [Comments \[0\]](#)

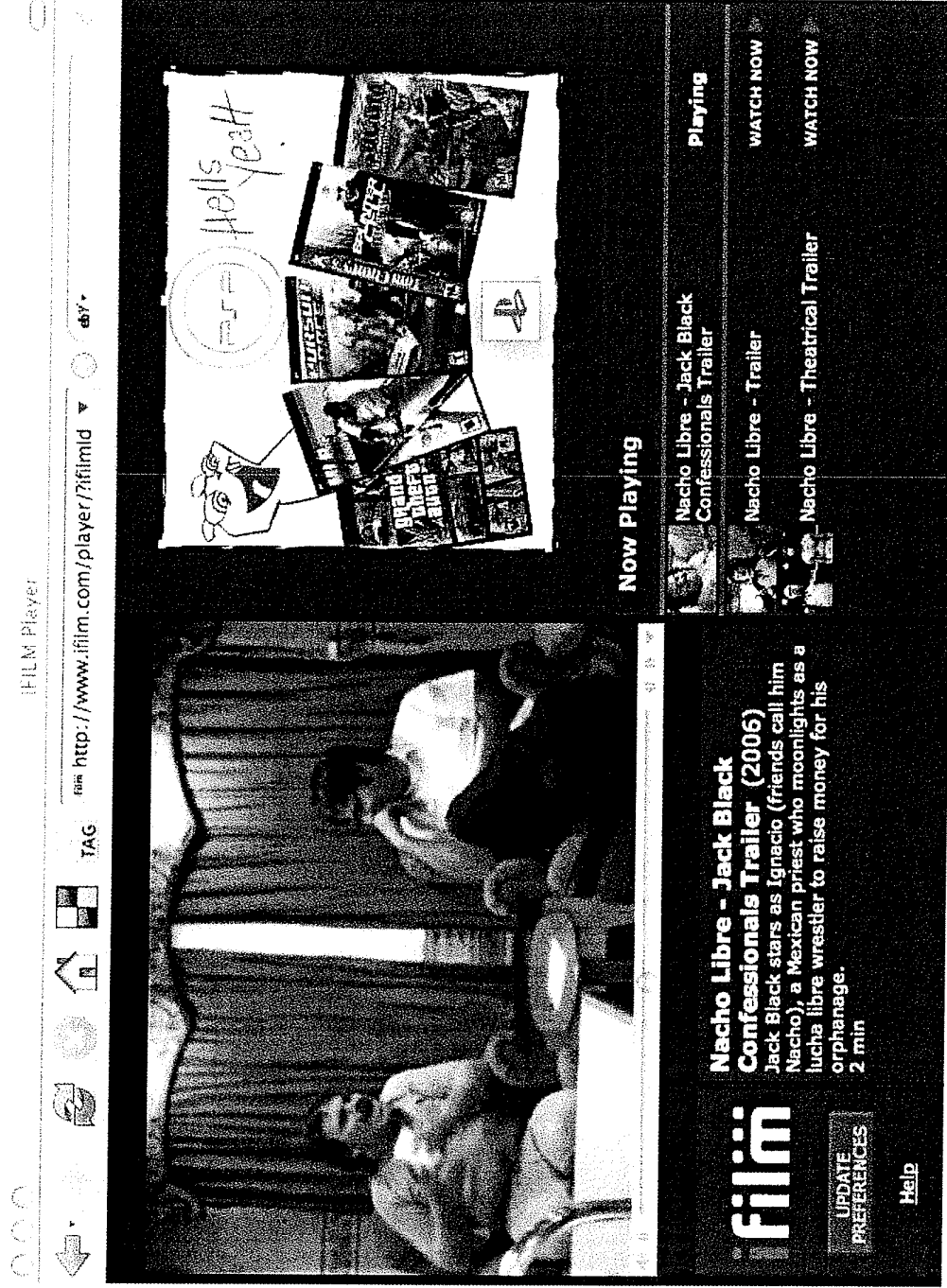
[Idle Riot.com: Funny media, pictures, movies and flash animations.](#)



film

<http://www.ifilm.com>

- (5.5 million unique visitors per month)
- Featured trailer and confessional teaser
- Site added new confessionals every week



ICED Media: Nacho Libre Online Campaign

Confidential

- Site updated with new release date, images and more
- Site added confessionals and Xbox clips

IGN » Entertainment » Film/Force » News

**Nacho Libre**

NAV: Boards News Reviews **VIDEOS**

March 28, 2006 - Paramount is shifting the release date of the new Jack Black comedy **Nacho Libre** from June 2 to June 16. No reason was given for the change of dates. The closest competition Nacho faced at the box office on June 2 was *X-Men: The Last Stand* on May 26 and *The Omen* 666 on June 6, both from Fox.

The new June 16 date gives Nacho a slot in-between two other big summer movies: Pixar's *Cars* on June 9 and Warner's *Superman Returns* on June 30.

Nacho Libre stars Black as Ignacio (friends call him Nacho), a cook by day in a Mexican orphanage, who moonlights as a Lucha Libre wrestler to raise money for the orphans.

Jared Hess directed the film from a script he co-wrote with Jerusha Hess and Mike White. The cast also includes Ana de la Reguera, Hector Jimenez, Richard Montoya and Peter Stormare.

**Got a bug problem? Call the Daxinator!**

Start your bug hunt here.

Don't want to wait? Daxter is offering a reward in the form of points for each bug squashed. Start enough points and you can use them to buy cool stuff at [www.ign.com](http://www.ign.com). The top bug squasher will win a *Game Boy Advance*.

NAV: Boards News Reviews **VIDEOS**

#### Related Links

- Trailer: *Nacho Libre* Trailers 1 & 2
- Uro trailer? No. Dos trailers!
- Trailer: *Nacho Libre*
- Napoleon Dynamite's director teams up with Jack Black.
- Images: *Nacho Libre*
- Pics of Jack Black and more from the Napoleon Dynamite creators' next.



Details for Nacho Libre

#### Watch All Playlist Videos

Jack Black Q&A (06/13/2006)



Watch It Now  
Low-Res | High-Res

Downloadable versions:  
320 x 240 (12.8 MB)  
640 x 480 (42.8 MB)  
320 x 240 (20.7 MB)  
640 x 480 (46.1 MB)

Exclusive Clip: "Training" (06/06/2006)



Watch It Now  
Low-Res | High-Res

Downloadable versions:  
320 x 180 (3.7 MB)  
640 x 360 (11.9 MB)  
320 x 180 (5.5 MB)  
640 x 360 (11.8 MB)

Jack Black Xbox 360 "Game With Fame" Video (05/31/2006)



Watch It Now  
Low-Res | High-Res

Downloadable versions:  
320 x 240 (13.4 MB)  
640 x 480 (43.3 MB)  
320 x 240 (19.7 MB)  
640 x 480 (43.9 MB)

Trailer #1 (02/15/2006)



Watch It Now  
Low-Res | High-Res

Downloadable versions:  
320 x 180 (12.7 MB)  
640 x 360 (27.8 MB)  
320 x 180 (27.5 MB)  
640 x 360 (52.8 MB)

- Son of Rocky Tells All
- McGuigan Talks *The Ex*
- Spider* 3 Spoilers?
- TV Casting Net: 3/28/06
- Arrested Development* C
- Who Is *Undertog*?
- Pair on *Point*
- Royale Rumble!*

All things iPod, iTunes and beyond | iLounge

**The iLounge Library**  
Free Guides to all things iPod, iTunes and beyond.

**Recent reviews**

**Apple's new iPod nano**  
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**Apple's new iPod nano**  
Apple's new iPod nano is a...

**Recent first looks**

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Apple's new iPod nano is a...

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**Ask iLounge**

**Ask iLounge 2-23-06**  
Automatically sync only certain...  
**Ask iLounge 2-16-06**  
Deleting songs from within a...

**Apple media event coverage, with photo gallery**  
02.23.06 | Apple | 14 comments | via iLounge  
Below is a roundup of our coverage from Apple's special media event, which took place earlier today at the company's headquarters in Cupertino, California. During the presentation, Apple CEO Steve Jobs introduced the iPod Hi-Fi, leather iPod cases, and Intel-based Mac minis.



- First look: Apple's new iPod
- Live coverage of Apple's media event
- iPod Hi-Fi: speaker system unveiled
- Apple's new leather iPod cases

**Report: Apple researching iTunes movie service**

02.23.06 | iTunes | via iLounge  
Apple appears to be gauging interest in a potential iTunes movie download service, according to a report by AppleInsider. A consumer survey distributed by California-based research firm Strategy Analytics, which is a subsidiary of Apple, asked participants to answer a series of questions related to an iTunes movie service "that would offer full-length movies for download to a computer or iPod."

"The iTunes service would provide access to 1,000 movies on demand which can be downloaded to your computer, or to an iPod or an iPod nano if you have one, or even your television if it is connected to your computer," the survey reportedly reads. It also mentions providing access to the movies on a monthly subscription basis for \$9.99 or a la carte purchasing of movies for \$12.95 each.

**Mix: Event video, Nacho Libre, Encyclopedia, Style.com**

02.23.06 | Mix | 1 comments | via iLounge  
iPod's Mac TV has released a video podcast of the highlights from Apple's special media event Tuesday, which brought the iPod Hi-Fi, new Mac minis and leather iPod cases.

An iPod-formatted trailer for "Nacho Libre" is available for download from the movie's website. The upcoming film stars Jack Black and is directed by Jared Hess (Napoleon Dynamite).

Encyclopedia is free software that puts Wikispaces on your iPod. "It has been successfully tested on a third-generation iPod and on an iPod mini, but it should also work on other iPod generations," says the site.

Style.com has released several video podcasts of the designer runway shows in New York, Milan and Paris. Podcasts of Marc Jacobs, Ralph Lauren, Calvin Klein and more are currently available on iTunes.

**iTrip**  
iPod's Best Friend  
**FM Transmitter, Rethought.**  
**GRATIA**

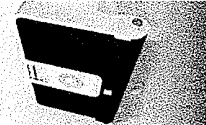
**More brother...**



**20 Under \$20**  
Think iPod gear costs a fortune? Not necessarily. Here are 20 items you can get for \$20 or less.



**MICROBLAST**  
The first portable space-themed podcast specifically for iPod nano



**iLounge**  
Love Your iPod? Need help? Talk about it. Now Open.

**Reviews & Accessories Articles Help Music Forums Photos Downloads About Us Register Login**

**Mix: Jack Black, San Jose State, Griffin PSP gear, Guba**

By Larry Angel  
Senior Editor, iLounge  
Published: Thursday, March 16, 2006  
News Category: Mix  
105 total ratings  
105 good, 0 bad  
105 about 1 more to go

"Nacho Libre" star Jack Black will release several "confessionals" about the making of the movie in a series of video podcasts available from iTunes. A new podcast will be available every Tuesday and Thursday for 10 weeks.

San Jose State University is the latest school to join Apple's iTunes U program, which provides server space and tools for distributing class-related audio and video.

Long-time iPod accessory maker Griffin Technology has introduced three new products for the Sony PSP—the Trip PSP, iFM PSP and SmartShare PSP.

**http://ilounge.com/**  
All things iPod, iTunes and beyond | iLounge  
Click here for 8 comments

**Mix: Jack Black, San Jose State, Griffin PSP gear, Guba**  
105 total ratings  
105 good, 0 bad  
105 about 1 more to go

"Nacho Libre" star Jack Black will release several "confessionals" about the making of the movie in a series of video podcasts available from iTunes. A new podcast will be available every Tuesday and Thursday for 10 weeks.

San Jose State University is the latest school to join Apple's iTunes U program, which provides server space and tools for distributing class-related audio and video.

Long-time iPod accessory maker Griffin Technology has introduced three new products for the Sony PSP—the Trip PSP, iFM PSP and SmartShare PSP.

Guba has added a new feature to its Usenet video search that allows users to search by keywords with keywords matching their particular interests.

Click here to add your comments.





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<http://wrestling.insidepulse.com/>

(700K Unique visitors per month)

- [illegible]

[illegible]

## I Watch Stuff

<http://www.iwatchstuff.com>

(150K unique visitors per month)

- Confessionals teaser featured on homepage with editor's commentary

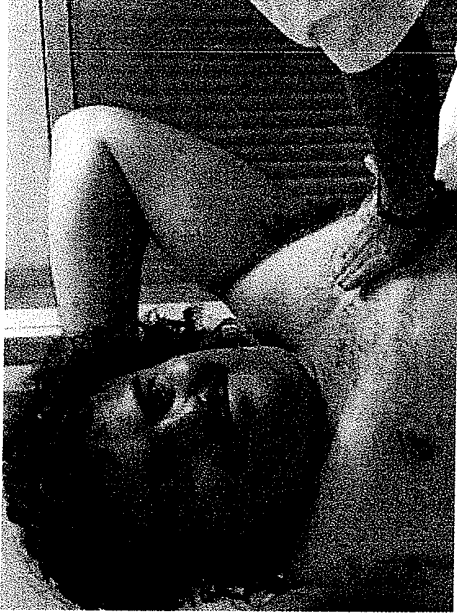


Watch Stuff! - The Best Movie News Ever

<http://www.iwatchstuff.com/>

M...

### Nacho Libre Video Diary Teaser



During the filming of *Nacho Libre*, Jack Black recorded a video diary that Quicktime is now releasing in short sections, two a week. In preparation, here's the teaser for the diaries. Normally I wouldn't get too excited about a preview for a video diary--sort of a supplement for a supplement--but this one's got Jack Black having his chest waxed. Up until now, all I've had is a picture of Jack Black's head pasted on the body of some other guy (he's Indian and possibly a dwarf) having his chest waxed, so you can see how this is a big upgrade for me. Now if someone would only get me a shot of Tony Danza shaving his legs, the collection would be complete.

Source ✓

Comments (1) Linking Sites Permalink