

Schapiro Exhibit 17

From: "Herzog, Doug" <Doug.Herzog@comedycentral.com>
Date: Wed, 21 Jun 2006 08:13:09 -0700
To: "Farrell, Steve" <Steve.Farrell@spiketv.com>, "Spina, Dario" <Dario.Spina@spiketv.com>, "Kay, Kevin" <Kevin.Kay@spiketv.com>, "Schuurmans, Niels" <Niels.Schuurmans@nick.com>
Subject: RE: blade trailer

thnx

-----Original Message-----

From: Farrell, Steve
Sent: Wednesday, June 21, 2006 6:43 AM
To: Spina, Dario; Herzog, Doug; Kay, Kevin; Schuurmans, Niels
Subject: Re: blade trailer

Just finished with Blair. He's agreed to do "great things" with the Blade trailer and has put me in touch with his programming guy. I'll get it over to him later today and keep you posted.

Steve

-----Original Message-----

From: Spina, Dario
To: Farrell, Steve; Herzog, Doug; Kay, Kevin; Schuurmans, Niels
Sent: Wed Jun 21 08:48:30 2006
Subject: Re: blade trailer

Fansites have the stuff, got the old Blade MySpace page going. On the other sites, Break won't happen - they're tapped right now. I'll triple check with New Line on other sites' placements...but I agree with Steve, need more "editorially-driven" clips for coverage.

IFilm's gotta place the trailer for us.

D

Dario Spina
SVP Marketing - Spike TV
1775 Broadway - 10 fl
NY, NY 10017
212-767-4466
This was sent by my Blackberry Baby

-----Original Message-----

From: Farrell, Steve
To: Herzog, Doug; Kay, Kevin; Spina, Dario; Schuurmans, Niels
Sent: Wed Jun 21 08:20:08 2006
Subject: Re: blade trailer

Pretty sure these weren't part of our placements (Dario can confirm or make me look like a dope), but we did hand out a version to the fan community to post as they see fit. I'll get an exact number of streams that has spawned. That being said, I'm meeting Blair for breakfast and will ask him about it. Doesn't seem a fit editorially for Break, but one we get footage of Jill and Jessica from the Women of Spike thing, that might work for them.

We are "leaking" Dudesons/Roofs stuff out on Break and YouTube next week.

Steve

-----Original Message-----

From: Herzog, Doug
To: Kay, Kevin; Spina, Dario; Farrell, Steve; Schuurmans, Niels
Sent: Tue Jun 20 20:33:09 2006
Subject: blade trailer

have we...can we get the trailer on ifilm/break/you tube blah blah blah?

Schapiro Exhibit 18

To: 'Andrew_Lin@paramount.com' <Andrew_Lin@paramount.com>
From: Kevin Donahue <kevin@youtube.com>
Cc:
Bcc:
Received Date: 2006-06-23 21:47:00 CST
Subject: RE: Futurama/AI Gore exclusive

No problem. Guess you saw the clip on the home page right now?

From: Andrew_Lin@paramount.com [mailto:Andrew_Lin@paramount.com]
Sent: Friday, June 23, 2006 2:29 PM
To: Kevin Donahue
Subject: Re: Futurama/AI Gore exclusive

Kevin - thank you again for YouTube's support of our film. It really means a lot to our new company.

An Inconvenient Truth
now playing in select theaters
<http://www.climatecrisis.net>

----- Original Message -----
From: "Kevin Donahue" [kevin@youtube.com]
Sent: 06/23/2006 12:00 PM
To: Andrew Lin
Subject: RE: Futurama/AI Gore exclusive

Didn't know they didn't call you. Not sure what happened there. Thx for offering your help. :-)

From: Andrew_Lin@paramount.com [mailto:Andrew_Lin@paramount.com]
Sent: Friday, June 23, 2006 11:58 AM
To: Kevin Donahue
Subject: RE: Futurama/AI Gore exclusive

Thank you so much!...

btw, I never recieved a call from the WSJ. But let me know if I can ever help again in praising YouTube in the media - you guys are always pushing the bar higher!

----- Replied by Andrew Lin on 6/23/06 11:55:41 AM

From: "Kevin Donahue"

06/23/06 11:53 AM

To:

cc:

Subject: RE: Futurama/Al Gore exclusive

Funny. J Have fwded to our editorial staff who are now making the final decision on feature vids. Should know by this afternoon.

From: Andrew_Lin@paramount.com [mailto:Andrew_Lin@paramount.com]
Sent: Friday, June 23, 2006 11:39 AM
To: kevin@youtube.com
Subject: Futurama/Al Gore exclusive
Importance: High

Hi Kevin,

The creators of Futurama/Simpsons made this video for us and we'd love to make it a YouTube exclusive. Anyway to feature on your homepage in time for the weekend?

<http://www.youtube.com/watch?v=5BjrOi4vF24>

best,
Andrew

Andrew Lin - VP, Interactive Marketing
Paramount Specialty Film - v: 323/956-8873

An Inconvenient Truth
now playing in select cities
<http://www.climatecrisis.net>

Schapiro Exhibit 19

Subject: RE: content discussion
From: "Tipton, Kristina" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TIPTONKR>
To: Kevin Donahue
Cc: Bordo, Sara; Teifeld, Tamar
Date: Thu, 13 Jul 2006 19:15:15 +0000

Hi Kevin,

Attached is a list of content for our movies that we culled together. Let us know if you would like more specifics estimates. I also included the two director profiles we have (the general Paramount and a Jackass profile). I'm going to create a Last Kiss profile as well.

Thanks so much for taking the time to talk about some of the exciting upcoming developments. We'll start working on posting the immediately available videos to our Paramount account as we discuss how to approach the upcoming content plan.

Thanks, Kevin!

Kristina Tipton
Coordinator, Interactive Promotions & Publicity
Paramount Pictures
323-956-8453

----- Replied by Kristina Tipton on 7/13/2006 12:12:04 PM -----

From: "Kevin Donahue" <kevin@youtube.com>

07/12/2006 05:21 PM

To: <Kristina_Tipton@paramount.com>

cc: <Sara_Bordo@paramount.com>, <Tamar_Teifeld@paramount.com>

Subject: RE: content discussion

Hi Kristina,

Thx for the email. Sorry for the slow reply. Thursday works for me. How about 11am? You can reach me at [REDACTED] Looking forward to speaking with you and Tamar. Please email back to confirm the time.

Best,
Kevin

From: Kristina_Tipton@paramount.com [mailto:Kristina_Tipton@paramount.com]
Sent: Monday, July 10, 2006 2:23 PM
To: Kevin Donahue
Cc: Sara_Bordo@paramount.com; Tamar_Teifeld@paramount.com
Subject: Re: content discussion

Hi Kevin,

Yes, I'm definitely available for a call. I think it would be very helpful for both of us to have a regular content delivery system in place. I'd also like to include my counterpart, Tamar Teifeld, in our call. We're available during the following times:

Wednesday: 9-10am, 1-2pm, 4-4:30pm, 5-6pm PT
Thursday: Wide open
Friday: 9-11am PT

Thanks, Kevin! I look forward to talking with you,

Kristina Tipton
Coordinator, Interactive Promotions & Publicity
Paramount Pictures
323-956-8453

----- Replied by Kristina Tipton on 7/10/2006 2:19:46 PM -----

From: "Kevin Donahue" <kevin@youtube.com>

07/07/2006 04:26 PM

To: <Kristina_Tipton@paramount.com>

cc: <Sara_Bordo@paramount.com>

Subject: content discussion

Hi Kristina,

Was wondering if you're free for a call some time next week to discuss next steps for working together. I just got off the phone with Sara and explained that I'd willing to discuss promotional commitments in exchange for a plan for regular content delivery. Please let me know what days are best for you next week (I'm out of town on Tuesday, but rest of week is pretty flexible). Thx.

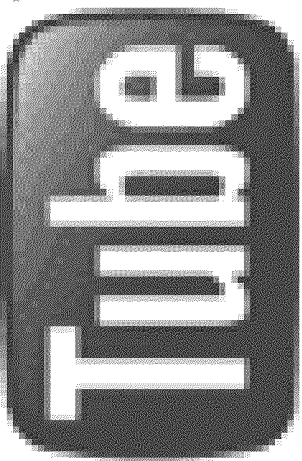
Best,
Kevin

Kevin Donahue
VP Content
YouTube
71 E. Third Ave | San Mateo, CA | 94401
<mailto:kevin@youtube.com> kevin@youtube.com | 

My YouTube Video Pick of the Day: <<http://www.youtube.com/?v=CNemNY2YdSc>> Ronaldinho - Nike

List of attachments:
attach0
YouTube Profiles.doc

TM



YOU

Broadcast Yourself

YouTube Profiles:

Default Paramount Account:

Change from "Paraccount" to "Paramount / Dreamworks" (or similar)

Jackass Account:

Username: "JackassTwoMovie"

Password: shibby

YouTube Content:

Barnyard: release 8/4

Immediately:

- Trailer 1
- Trailer 2

Late July:

- 5 clips

World Trade Center: release 8/9

The Last Kiss: release 9/15

Immediately:

- Trailer 1

Late July:

- Soundtrack Recording Featurette & Broll

Early August – early September:

- 10 Zach Braff viral videos (day in the life clips with Rachel Bilson, Michael Weston, Eric Christian Olsen)

Late August – mid September:

- 5-8 clips

Tentative:

- Junket & EPK interviews (pending quality)

Jackass Number Two: release 9/22

Immediately:

- Trailer 1
- Tentative Exclusive Viral Video piece
- 9 Tentative Non-Exclusive Viral Video pieces

Flags of Our Fathers: release 10/20

TBD:

- Trailer
- Tentative Interviews
- Tentative Clips

Flushed Away: release 11/3

Immediately:

- Teaser Trailer
- Featurette

Late July:

- Theatrical Trailer

October:

- 5-10 clips
- Tentative EPK interviews

Charlotte's Web: release 12/20

Immediately:

- Teaser trailer

TBD (November / December)

- 5-10 clips
- 5-10 featurettes on the making of the film, adapting the story, characters, etc
- tentative interviews with talent

Dreamgirls: release 12/21

Immediately:

- making of featurette
- Teaser trailer (Trailer 1)

TBD:

- 3-6 tentative Featurettes – make-up, costumes, choreography, music, history of Dreamgirls
- 5-10 Clips
- Tentative Talent Interviews – Beyonce, Jamie Foxx, Jennifer Hudson, Eddie Murphy
- Trailers (at least 1, as many as 3)

Freedom Writers: release 1/12

TBD Fall:

- Teaser Trailer

TBD December / January:

- tentative theatrical trailer
- 5-10 Interviews / featurettes with talent on the set (focusing on self-expression)
- 5-10 clips

Zodiac: release 1/19 (tentative)

TBD Fall:

- Trailer

TBD:

- clips
- interviews (Jake Gyllenhaal, Robert Downey Jr., Mark Ruffalo, Chloe Sevigny)

Schapiro Exhibit 20

Subject: Some Jackass features going live
From: "Scott Hurwitz" <>
To: Tamar Teifeld
Cc: Date: Fri, 04 Aug 2006 21:32:39 +0000

Hey Tamar,
Attached is the document with various youtube links we'll be working with.
I'll be grouping them this weekend before we circulate.
We just started getting out the trailer links and Steve-O game.
Below are a few sites that have put them up.
I'll get together a report to be sent to everyone early next week after more have gotten involved.
I think the weekend will get us a bunch more.
Hit me back if you've got any questions.
Thanks,
Scott












13GB
<http://13gb.com>
http://13gb.com/out.php?post_id=5128
(100K unique visitors per month)
* "Tattoo Steve-O" game featured on front page of site, 8-4

Milk and Cookies
<http://www.milkandcookies.com>
<http://www.milkandcookies.com/links/49288/details/>
(3 million unique visitors per month)
* Jackass: Number Two trailer link from "Latest Links" section of popular viral/humor site

PopBytes
<http://www.popbytes.com>
http://popbytes.com/archive/2006/08/jackass_2_the_trailer.shtml
* Trailer, Steve-O game and poster art featured on front page of site, 8-03

List of attachments:
image.jpg.002
image.jpg.001
image.jpg
jackassyoutubeAug4.doc


Sort Links


-  ANIMAL 79
-  CILLED 128
-  CITY 116
-  GAMES 201
-  GEEKY 309
-  GROOVY 265
-  HUMOR 558
-  NEWS 301
-  PEOPLE 224
-  MTTF 446
-  RANDOMIZE NEW


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 **"Tattoo Steve-O" Flash Game**
 Use your artistic skills to give "Jackass" star Steve-O a tattoo in this amusing flash game! "Jackass: Number Two" hits theaters Sept. 22nd.

Friday, Aug 4  GAMES



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Permanent Unmoderated

Friday August 4th, 2006

"Jackass: Number Two"
Trailer

Trailer for the hilarious Jackass sequel, in theaters Sept. 22nd. [comments?](#) | [more...](#)

Rating: [Topic \(hits\)](#)

0 votes
0 comments
0 hits

Reboot with your pants down.



←←← RETURN HOME

← PREVIOUS [DUMBASS DENISE RICHARDS 'NAKED' IN JANE](#)

JACKASS 2 - THE TRAILER!

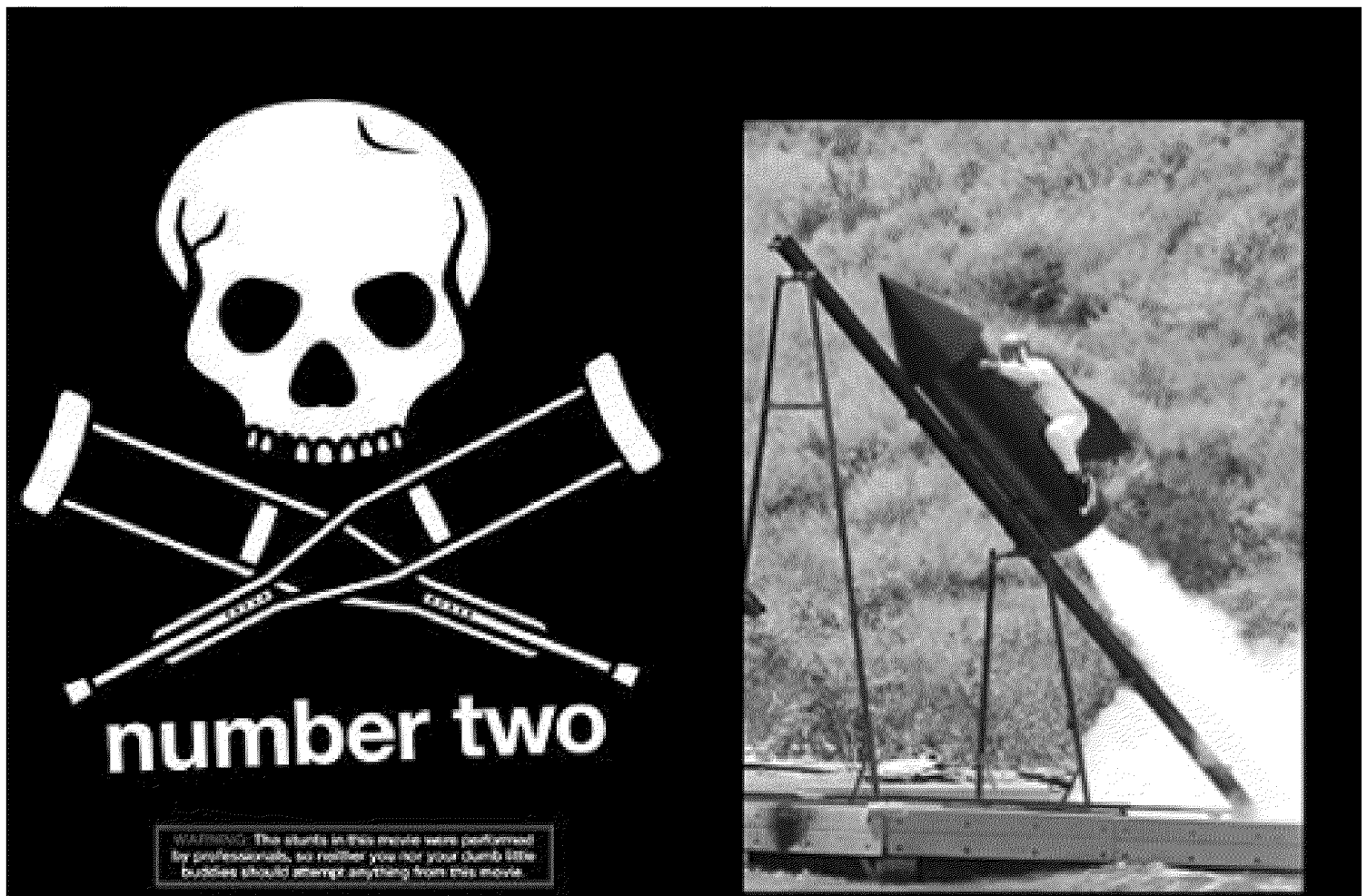
Thursday August 3 2006 @ 1:00PM | MK

[COMMENTS \(0\)](#) | [PERMALINK](#) | [EMAIL](#)

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oh i love those crazy guys of [jackass](#)...who are back with a sequel (the first film was hilarious) landing in theaters on sept 22nd - check out the trailer below and then go play the [tattoo steve-o game](#)! popbytes over & for now!

» watch the jackass 2 trailer - [small](#) | [medium](#) | [large](#) (quicktime)



Jackass on YouTube

Bam Margera collage

<http://youtube.com/watch?v=aXrTzL-RyIM&search=bam%20margera>

Jai alai

<http://youtube.com/watch?v=DsVQeYIleW4&search=jackass%20clip>

collage of all the characters

<http://youtube.com/watch?v=4vN4D8VZpig&search=jackass%20clip>

Johnny Knoxville on Viva La Bam

http://www.youtube.com/watch?v=F_luxTYISY&search=johnny%20knoxville

Johnny Knoxville Gets Hit By a Car

<http://www.youtube.com/watch?v=IFcaa3VmWSA&search=johnny%20knoxville>

Knoxville Self Defense Test

<http://www.youtube.com/watch?v=n5X8nvsglwY&search=johnny%20knoxville>

Jackass Paintball

<http://www.youtube.com/watch?v=cvgl5jcGg5l&search=johnny%20knoxville>

Butterbean vs. Knoxville

<http://www.youtube.com/watch?v=GdomsuXleq0&search=johnny%20knoxville>

Johnny Knoxville Dropping in for the First Time

<http://www.youtube.com/watch?v=quEBXmn3sSE&search=johnny%20knoxville>

Johnny Knoxville Naked in the Shower

<http://www.youtube.com/watch?v=RoP7veq3iqU&search=johnny%20knoxville>

Yoga Class

<http://www.youtube.com/watch?v=Pmj4w2pO0kk&search=johnny%20knoxville>

Johnny Knoxville – Sprayed with Waterhose

<http://www.youtube.com/watch?v=XKNyoptmC7s&search=johnny%20knoxville>

Johnny Knoxville versus Bull

http://www.youtube.com/watch?v=XYqO9pg_PPk&search=johnny%20knoxville

Boner Boy

<http://www.youtube.com/watch?v=xI7VclXtg4o&search=johnny%20knoxville>

Johnny Knoxville Getting Butt Kicked By Priest (from Jackass the movie)

<http://www.youtube.com/watch?v=F09aL2rZjzs&search=johnny%20knoxville>

Jackass: Cup Test

<http://www.youtube.com/watch?v=ATqS3Xd9jUk&search=johnny%20knoxville>

Wildboyz Whip Game

<http://www.youtube.com/watch?v=gvU72LNcVsq&search=johnny%20knoxville>

Golf Air Horn

<http://www.youtube.com/watch?v=TZAFRO9hJqA&search=johnny%20knoxville>

Rugby

<http://www.youtube.com/watch?v=2QyWH69gN2Q&search=johnny%20knoxville>

Steve-O Gets Humped By an Elk

<http://www.youtube.com/watch?search=johnny+knoxville&v=DGzOSJ39gv4>

Jackass Fire Stunt

<http://www.youtube.com/watch?v=kNk3dijMYT8&search=johnny%20knoxville>

Jackass presents Gumball 3000

<http://youtube.com/watch?v=bmoimO85rUk&search=johnny%20knoxville>

Heavy Metal Alarm Clock & Poo Cocktail

<http://youtube.com/watch?v=SizavQjpClo&search=johnny%20knoxville>

Papercut

<http://youtube.com/watch?v=wO-upqLTVdQ&search=johnny%20knoxville>

The Burglars

<http://youtube.com/watch?v=wO-upqLTVdQ&search=johnny%20knoxville>

Hockey Equipment Test

<http://youtube.com/watch?v=bm4fHcQQUa8&search=johnny%20knoxville>

The Gong

<http://youtube.com/watch?v=RWCTpptoVJI&search=johnny%20knoxville>

Golfcarts

<http://youtube.com/watch?v=ZJlc-Hb8wpY&search=johnny%20knoxville>

Jackass Clip Montage

<http://youtube.com/watch?v=5zQ6S3cl8-l&search=johnny%20knoxville>

Phil & Ape Margera (Bam's Parents)

<http://youtube.com/watch?v=XxpdiyLwo4c&search=johnny%20knoxville>

Urban Kayak

<http://youtube.com/watch?v=hZQeflITNuc&search=johnny%20knoxville>

Season 1 Montage

http://youtube.com/watch?v=bT_UFh_yIqA&search=johnny%20knoxville

Prank Wars Part 2

<http://youtube.com/watch?v=PvKdAv1Dha4&search=johnny%20knoxville>

L.A. Derby Dolls

<http://youtube.com/watch?v=a7pkBXWfEbM&search=johnny%20knoxville>

Carpet Skateboarding

<http://youtube.com/watch?v=y-Vq3aGLsB8&search=johnny%20knoxville>

A Drunk Steve-O

<http://youtube.com/watch?v=GYxCfP2JBU8&search=steve-o>

Steve-O Vs. Windshield

<http://youtube.com/watch?v=U7KSVEbEYul&search=steve-o>

Steve-O Sneaux Nutter 1

<http://youtube.com/watch?v=zXxitFByrkM&search=steve-o>

Steve-O Vs. Poppers

<http://youtube.com/watch?v=VoZ5Jqf5wUI&search=steve-o>

Steve-O Attempts to Fly

<http://youtube.com/watch?v=8rEiz6PXmCq&search=steve-o>

Steve-O Sour Milk Drinking

<http://youtube.com/watch?v=Hhcs4O64aLw&search=steve-o>

Steve-O Compilation

<http://youtube.com/watch?v=5Zh6HVHPRpk&search=steve-o>

Steve-O Tongue Piercing

<http://youtube.com/watch?v=sixiVBSZx2E&search=steve-o>

Call Right Now!

http://youtube.com/watch?v=Cxr5sVx_L6U&search=steve-o

Steve-O Alligator Shoe Bite

http://youtube.com/watch?v=heYSZpA_FOE&search=steve-o

Wildboyz

<http://youtube.com/results?search=steve-o&sort=relevance&page=4>

Steve-O Long Jump Commercial

<http://youtube.com/watch?v=l8k2fP6kY1o&search=steve-o>

Street Fishing

http://youtube.com/watch?v=O_zHn77_XaU&search=steve-o

Steve-O Plays with Fireworks

<http://youtube.com/watch?v=RwTZQB2CBn8&search=steve-o>

The Best of Bam Margera Stunts

<http://youtube.com/watch?v=aXrTzL-RvIM&search=bam%20margera>

Elementality

<http://youtube.com/watch?v=mlj0rh-yOWs&search=bam%20margera>

Treadmill

<http://youtube.com/watch?v=77NggE2uLdw&search=bam%20margera>

Bam Beating Up His Parents

<http://youtube.com/watch?v=x7os-QqUiho&search=bam%20margera>

Phil's Pies

<http://youtube.com/watch?v=7IEOP73KiJQ&search=bam%20margera>

Beating Up Phil

<http://youtube.com/watch?v=x7os-QqUiho&search=bam%20margera>

Bam Margera Crawls Into Someone's Car

<http://youtube.com/watch?v=qNZkRKn3c3o&search=bam%20margera>

Bam Margera Hanging From a Hot Air Balloon

<http://youtube.com/watch?v=cm9LBDINj2o&search=bam%20margera>

Busting Cars

<http://youtube.com/watch?v=1HY2og31YV8&search=bam%20margera>

Teasing a Dog

<http://youtube.com/watch?v=wGZRHewuPAE&search=bam%20margera>

Super Pontius

<http://www.youtube.com/watch?v=Qk6wyXdAy20&search=chris%20pontius>

Satan vs. God

<http://www.youtube.com/watch?v=kdluCeeRrms&search=chris%20pontius>

Escalator Slide

<http://www.youtube.com/watch?v=M6H-dxu5of8&search=chris%20pontius>

Sand Vagina

<http://www.youtube.com/watch?v=N75CbZWly24&search=chris%20pontius>

Wildboyz Dancing

<http://www.youtube.com/watch?v=c3p5jYg9gr8&search=chris%20pontius>

Party Boy

<http://www.youtube.com/watch?v=o4ALaF0HiBg&search=chris%20pontius>

Party Boy Was Bad

<http://www.youtube.com/watch?v=0p2EYUF-dG0&search=chris%20pontius>

Chris Pontius Sings!

<http://www.youtube.com/watch?v=XsB2yDSOdVI&search=chris%20pontius>

Elephant Skating

<http://www.youtube.com/watch?v=J5WQVNMZU1w&search=chris%20pontius>

Be a Solider, Preston!

<http://www.youtube.com/watch?v=Gh33hfcIXFc&search=preston%20lacy>

Heroes

<http://www.youtube.com/watch?v=yDBxox-yshw&search=preston%20lacy>

Mousetraps

<http://www.youtube.com/watch?v=FICEEk6AJmg&search=Ehren%20McGhehey>

Fast Food Football

http://www.youtube.com/watch?v=4cR-wY_WM84&search=Ehren%20McGhehey

Extreme Scootin'

http://www.youtube.com/watch?v=DyjphO_OsSA&search=Ehren%20McGhehey

Don Vito Tooth Movie

<http://www.youtube.com/watch?v=pmKMC6LbIqQ&search=johnny%20knoxville>

Dung Stunt

<http://www.youtube.com/watch?v=6CKLrmbH53o&search=jackass%20stunts>

Jackass Golf Course Airhorn

http://youtube.com/watch?v=9aBGQ_euvhA&search=%22dave%20england

Dave England Milk Challenge

<http://www.youtube.com/watch?v=XGfFrY380Fw>

Ryan Dunn Balcony Jump

<http://www.youtube.com/watch?v=aldrnHPwQSs>

Ryan Dunn Saran Wrap

<http://www.youtube.com/watch?v=jpGPtRgtN4c>

Bam and Ryan Stuck in a Cherry Picker

<http://www.youtube.com/watch?v=7VNumWJR2wl>

Viva La Bam Dinner Quest

<http://www.youtube.com/watch?v=GJJ5B2OkSwY>

Johnny Knoxville Keeping It Up

<http://www.youtube.com/watch?v=sQsEqQuDC44>

Johnny Knoxville Self Defense Product Test

<http://www.youtube.com/watch?v=n5X8nvsglwY>

Chris Pontius as Satan

<http://www.youtube.com/watch?v=kdluCeeRrms>

Chris Pontius as Party Boy Goes Stereo Shopping

<http://www.youtube.com/watch?v=o4ALaF0HiBq>

"The DiCamillo Sisters": But Why is it So Cold?

<http://www.youtube.com/watch?v=Ad5tHt1R9VA&search=dicamillo%20%2B%20jackass>

Hockey Fight

<http://www.youtube.com/watch?v=P-NFLhZ0pO0&search=dicamillo%20%2B%20jackass>

Raab Himself Gets Farted on by Brandon DiCamillo

<http://www.youtube.com/watch?v=yaAuGtzxSzY&search=dicamillo>

Mustard Man

<http://www.youtube.com/watch?v=tZGEa07Vgel&search=dicamillo>

Drive-Thru

<http://www.youtube.com/watch?v=pGHQcWCcq-l&search=dicamillo>

Phone Call

<http://www.youtube.com/watch?v=YPIkxfEqOSE&search=dicamillo>

Sushi Fish

<http://www.youtube.com/watch?v=fhQ1QvwOeAk&search=dicamillo%>

Benjamin Franklin

<http://www.youtube.com/watch?v=Gv5WKwxv-Uw&search=dicamillo%20>

How to Rob a House

<http://www.youtube.com/watch?v= nfy0Y90Nas&search=dicamillo%20>

Pirate Dico!

<http://www.youtube.com/watch?v=RVWA29O7u-8&search=dicamillo%20>

Restaurant Fight

<http://www.youtube.com/watch?v=G39ik28-qOE&search=dicamillo%20>

BrokeRake Mountain

<http://www.youtube.com/watch?v=8ETJ-IB1MDM&search=dicamillo%20>

Skeletor & Beastman

<http://www.youtube.com/watch?v=zEyNyZCghkA&search=dicamillo%20>

Rake Yohn Hit in the Face with Football

<http://www.youtube.com/watch?v=Xv2WmVPQ0Ps&search=dicamillo%20>

BMX Joust

<http://www.youtube.com/watch?v=GcMcBtXR- Y&search=dicamillo%20>

Office Chairs

http://www.youtube.com/watch?v=Op6W38bDV_Q&search=dicamillo%20

The Loop

<http://www.youtube.com/watch?v=9BtkgQZOaDw&search=ryan%20dunn>

Billboard

<http://www.youtube.com/watch?v=MaByDN2xiOA>

Schapiro Exhibit 21

Subject: Re: wolfmother youtube clip 3
From: "Tamar Teifeld" <>
To: [REDACTED]@tmo.blackberry.net
Cc: Date: Fri, 11 Aug 2006 02:21:54 +0000

Amy told me to work with Andrew - Im getting a hold of him tomorrow. Perfect that you already know him.

----- Replied by Tamar Teifeld on 8/10/2006 7:21:14 PM

From: [REDACTED]@tmo.blackberry.net
08/10/2006 07:19 PM
Please respond to
[REDACTED]@tmo.blackberry.net
To: "Tamar" <Tamar_Teifeld@paramount.com>
cc:
Subject: Re: wolfmother youtube clip 3

Great, thx. Who u working with? Ingrid? Andrew?
Sent from my BlackBerry® wireless handheld

-----Original Message-----
From: Tamar_Teifeld@paramount.com
Date: Thu, 10 Aug 2006 19:18:08
To: scott@icedmedia.com
Subject: Fw: wolfmother youtube clip 3

Hey Scott,

Check out the video clip attached. It is from the filming of the Wolfmother / Jackass video. I am going to work with Interscope and have them leak it. Once they do, you can use it as well. I am going to speak with them tomorrow, so I will keep you posted.

Thanks!

----- Forwarded by Tamar Teifeld/Marketing/MP/Paramount_Pictures on 08/10/2006 07:16 PM

From: John Godocik
08/10/2006 12:50 PM
To: Karl Williams, Tamar Teifeld, Mickey Worsnup
cc:
Subject: Fw: wolfmother youtube clip 3

Carly asked us to clear some pictures, and we did. Now she wants permission for the attached video clip. I thought you guys were the right people.

----- Forwarded by John Godocik/Marketing/MP/Paramount_Pictures on 08/10/2006 12:46 PM

From: Carly Vermes
08/10/2006 12:35 PM
To: John Godocik
cc: anthony.seyler@umusic.com, Randy Spendlove
Subject: Fw: wolfmother youtube clip 3

Hey John,

Per our conversation, can you please see if David / Marketing can approve this you tube video clip!

Thank you!

Best,

Carly Vermes
Paramount Pictures
5555 Melrose Ave.
Crosby Bldg. Room 213
Hollywood, CA 90038
Phone: 323-956-8921
Fax: 323-862-2350
carly_vermes@paramount.com

----- Forwarded by Carly Vermes/Production/MP/Paramount_Pictures on 08/10/2006 12:34 PM

From: "Seyler, Anthony" <anthony.seyler@umusic.com>

08/09/2006 09:22 PM

To: <randy_spendlove@paramount.com>, <Carly_Vermes@paramount.com>

cc: "Angstadt, Kathy" <Kathy.Angstadt@umusic.com>, "Hickey, Kerry"

<Kerry.Hickey@umusic.com>

Subject: FW: wolfmother youtube clip 3

Randy,

We need to get into the attached video clip, the pictures from the video that were sent to you recently as well as a handful of other marketing pieces. The September release date is coming up very fast. I know my office is working with Carly to set up a meeting and screening for next week.

This is a short clip from one video camera that was at one location from our Wolfmother shoot. The band thought it would be a cool idea to leak a renegade style :30 piece on you tube or similar to get people wondering about and talking about the video.

We know this would need to get cleared by Jackass/Paramount/MTV folks, so please let us know the best way to get this done. Ideally we would love to get this up by the weekend.

Let me know if you need anything from me. We appreciate the immediate attention,

TS

Tony Seyler
VP Film and TV Music Marketing
Interscope Geffen A&M DreamWorks
2220 Colorado Avenue
Santa Monica, CA 90404
310-865-7962 phone
310-865-5003 fax

Schapiro Exhibit 22

Subject: ICED Media: Jackass 2 Online Update 8/18/06
From: "Scott Hurwitz" <SMTP:SCOTT@ICEDMEDIA.COM>
To: Powell, Amy - Paramount; Teifeld, Tamar; Worsnup, Mickey
Cc: Omar Ellis; Jim VanBlaricum; Bahiyah Stewart
Date: Fri, 18 Aug 2006 17:08:54 +0000

Jackass The Movie: Number Two
ONLINE MARKETING WEEKLY UPDATE
8/11-8/18
Client: Paramount Pictures
Project Run Dates: 8/3-9/22

The Jackass online campaign continues to pick up with 31 different sites featuring content we've provided. 19 sites are currently featuring the trailer, 11 sites have the Steve-O game, 7 sites have the Wolfmother clip and 5 sites are featuring other Jackass clips. Feedback from almost everyone we've reached out to has been extremely positive and people are already asking for clips, more photos and contest opportunities.

Our list of Jackass related YouTube content has been serviced to a number of sites including Cracked, where we'll be setting up top 10 lists of past antics. The Wolfmother video clip and pending full length video will continue to open up new sites for us. Rock and alternative sites have already responded well to the 40 sec clip we just serviced.

It looks like we'll have 20 DVDs and 20 signed one sheets to work with for contesting. We also have some official Jackass The Movie books from the first film. If we're able to secure a few pair of the promotional Converse, that will really help with the lifestyle sites we work with. We haven't heard back from you regarding the New Era opportunity, so I'm assuming we won't have time to turn that around.

If you have any questions, please feel free to contact me at 646-753-6401.

Thanks,
Scott

NEW LIVE FEATURES

HipOnline
<http://www.hiponline.com>
(600K unique visitors per month)

- * Trailer featured on video hub

Imageyeneration
<http://www.imageyeneration.com>
(50K unique visitors per month)

- * Trailer featured on homepage with write up

Celluloid and Vinyl
<http://celluloidandvinyl.com/2006/08/17/jackass-2-clips-and-photos/>
<http://celluloidandvinyl.com/2006/08/17/wolfmothers-jackass-2-video-clip/>

- * "Hallway crash" clip and Wolfmother video clip posted on site, linked from home page

Taste Like Chicken
<http://www.tlchicken.com>
(400K unique visitors per month)

- * Trailer featured in A/V section

Culture Bully
<http://www.culturebully.com/archives/1306> <<http://www.culturebully.com/archives/1306>> <<http://www.culturebully.com/archives/1306>>

-
- * Wolfmother video clip, Jackass: Number Two trailer, "hallway crash" clip, and "Bam's parents" clip all posted to front page of site

Caustic Truths

http://caustictruths.com/website/index.php?option=com_content <http://caustictruths.com/website/index.php?option=com_content&task=view&id=3576&Itemid=2> &task=view&id=3576&Itemid=2

- * Wolfmother video clip posted on site, with link from home page "News" section

Indie Blog Heaven

http://indieblogheaven.typepad.com/indieblogheaven/2006/08/jackass_crew_wi.html

- * Wolfmother video clip posted

Loudersoft

<http://www.loudersoft.com/?p=3212> <<http://www.loudersoft.com/?p=3212>> <<http://www.loudersoft.com/?p=3212>>

- * Wolfmother clip, "hallway crash" clip, and Steve-O Tattoo game linked on home page of site

PopBytes

http://popbytes.com/archive/2006/08/johnny_knoxville_gets_snake_action.shtml

- * Sailor/snake photo posted on front page of site

Vmix

<http://www.vmix.com>

- * Trailer featured on homepage

You Tube

<http://www.youtube.com>

- * Trailer, Bam's parents, hallway and Wolfmother clips uploaded

PAST FEATURES

Thighs Wide Shut

<http://www.thighswideshut.org/> <<http://www.thighswideshut.org/>>

<http://thighswideshut.org/2006/08/internets-made-me-do-it.html> <<http://thighswideshut.org/2006/08/internets-made-me-do-it.html>> <<http://thighswideshut.org/2006/08/internets-made-me-do-it.html>>

(150K unique visitors per month)

- * Steve-O game linked from homepage

Flurl

http://flurl.com/item/Tattoo_Steve_O_Flash_Game_u_168305 <http://flurl.com/item/Tattoo_Steve_O_Flash_Game_u_168305>

http://flurl.com/item/Tattoo_Steve_O_Flash_Game_u_168305 <http://flurl.com/item/Tattoo_Steve_O_Flash_Game_u_168305>

- * Tattoo Steve-O game posted, 8-10

ICED Blog

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

(2K unique visitors per month)

- * Knoxville photo, trailer link and Steve-O game linked from homepage

Thick Online

<http://www.thickonline.com> <<http://www.thickonline.com>> <<http://www.thickonline.com>>
(300K unique visitors per month)

- * Trailer featured on homepage, 8/8

Fuzzy Lion

<http://www.fuzzylion.com> <<http://www.fuzzylion.com>> <<http://www.fuzzylion.com>>
<http://www.fuzzylion.com/2006/08/jackass-number-two/> <<http://www.fuzzylion.com/2006/08/jackass-number-two/>>
(20K unique users per month)

- * Trailer and Steve-O game posted along with poster image

Hot Sauce Live

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

- * Posted Steve-O game and poster image

PopBytes

<http://www.popbytes.com> <<http://www.popbytes.com>> <<http://www.popbytes.com>>
http://popbytes.com/archive/2006/08/jackass_2_the_trailer.shtml <http://popbytes.com/archive/2006/08/jackass_2_the_trailer.shtml>
<http://popbytes.com/archive/2006/08/jackass_2_the_trailer.shtml>

- * New stills posted - Bam getting branded, Knoxville vs. the bull, and the snake wrestling.
- * Trailer and poster art featured on front page of site, 8-03

Milk and Cookies

(2 million unique visitors per month)

<http://www.milkandcookies.com> <<http://www.milkandcookies.com>> <<http://www.milkandcookies.com>>
<http://www.milkandcookies.com/links/49288/details/> <<http://www.milkandcookies.com/links/49288/details/>>
<http://www.milkandcookies.com/links/49454/> <<http://www.milkandcookies.com/links/49454/>>

- * Steve-O game linked from "latest" hub
- * Jackass: Number Two trailer link from "Latest Links" section of popular viral/humor site

13GB

<http://13gb.com> <<http://13gb.com>> <<http://13gb.com>>
http://13gb.com/out.php?post_id=5128 <http://13gb.com/out.php?post_id=5128> <http://13gb.com/out.php?post_id=5128>

- * "Tattoo Steve-O" game featured on front page of site, 8/4

ClipBlast

<http://clipblast.com> <<http://clipblast.com>> <<http://clipblast.com>>
http://www.clipblast.com/clip/177849/Jackass:_Number_Two <http://www.clipblast.com/clip/177849/Jackass:_Number_Two>
<http://www.clipblast.com/clip/177849/Jackass:_Number_Two>

- * Trailer posted on viral video site, 8-04

Movie Jungle

<http://www.moviejungle.com> <<http://www.moviejungle.com>> <<http://www.moviejungle.com>>
http://www.moviejungle.com/search/details.asp?Movie_ID=2339 <http://www.moviejungle.com/search/details.asp?Movie_ID=2339>
<http://www.moviejungle.com/search/details.asp?Movie_ID=2339>

- * Trailers in all formats added to dedicated Jackass: Number Two page, along with poster image

All Movie Portal

<http://allmovieportal.com> <<http://allmovieportal.com>> <<http://allmovieportal.com>>
http://www.allmovieportal.com/m/2006_Jackass:_Number_Two.html <http://www.allmovieportal.com/m/2006_Jackass:_Number_Two.html> <http://www.allmovieportal.com/m/2006_Jackass:_Number_Two.html>

- * Trailer posted in all formats on dedicated Jackass: Number Two page

Coming Soon

<http://www.comingsoon.net> <<http://www.comingsoon.net>> <<http://www.comingsoon.net>>
<http://www.comingsoon.net/films.php?id=12139> <<http://www.comingsoon.net/films.php?id=12139>> <<http://www.comingsoon.net/films.php?id=12139>>

- * Trailer posted in all formats on Jackass: Number Two dedicated page

Cinema Blend / Film Hobbit

<http://filmhobbit.com> <<http://filmhobbit.com>> <<http://filmhobbit.com>>
<http://filmhobbit.com/video/previews/Jackass-Number-Two-1618.html> <<http://filmhobbit.com/video/previews/Jackass-Number-Two-1618.html>> <<http://filmhobbit.com/video/previews/Jackass-Number-Two-1618.html>>

- * Trailer posted in QT and Windows Media formats, along with poster image, on dedicated Jackass: Number Two page

Video Dectective

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

- * Trailer featured on homepage, in spotlight section

Grouper

<http://grouper.com> <<http://grouper.com>> <<http://grouper.com>>
<http://grouper.com/video/MediaDetails.aspx?u=ao1q> <<http://grouper.com/video/MediaDetails.aspx?u=ao1q>&f=h&vt=1> &f=h&vt=1
(100K unique visitors per month)

- * Trailer featured on homepage

Medicine Films

http://medicinefilms.com/player.php?clip_id=186716
(200K unique visitors per month)

- * Trailer featured on homepage

Bolt

<http://www.bolt.com> <<http://www.bolt.com>> <<http://www.bolt.com>>
http://www.bolt.com/Thatsfunny/video/1909036?cn=STREAM_Thatsfunny_video_large_PAGE1

- * Trailer posted on viral video site

FreeOops

<http://www.freeoops.net> <<http://www.freeoops.net>> <<http://www.freeoops.net>>
(200K unique users per month)

- * Tattoo Steve-O game posted on front page

NewsToday

<http://newstoday.com> <<http://newstoday.com>> <<http://newstoday.com>>
(600K unique users per month)

-
- * Tattoo Steve-O game posted on front page

Monsters and Critics

<http://monstersandcritics.com> <<http://monstersandcritics.com>> <<http://monstersandcritics.com>>

- * Site added poster image to Jackass page along with release date; will be posting trailer soon

List of attachments:

JackassICEDupdateAug18.doc

Schapiro Exhibit 23

Subject: RE: Flavor Flav Press Update/Requests
From: Kadetsky, Deborah <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=USER
ACCOUNTS/CN=USER/CN=KADETSKD>
To: Kelly, Kristen, Taylor, Benjamin
Cc: Date: Wed, 30 Aug 2006 21:51:57 +0000

OF COURSE. What clip do we have, and where do you want it? Youtube and ifilm are no brainers, as well as promotion to flav's friends on myspace...

>
>-----
>From: Kelly, Kristen
>Sent: Wednesday, August 30, 2006 5:49 PM
>To: Kadetsky, Deborah; Taylor, Benjamin
>Subject: FW: Flavor Flav Press Update/Requests
>
>FYI, love this idea... can you help?
>
>Kristen Kelly
>Manager, VH1 Series Production
>Office (310) 752-8225
>[REDACTED]

>
>-----
>From: Olde, Jeff
>Sent: Wednesday, August 30, 2006 2:37 PM
>To: Cox-Hagan, Nigel
>Cc: Delhomme, Chris; Wozniak, Maura; Kelly, Kristen
>Subject: FW: Flavor Flav Press Update/Requests

>
>Nigel,
>
>Am thinking we should get out end of this week with sneak of new york's return to the house to build audience for sunday. Agree? Then next week we sneak all the drama she causes in 206.

>
>Jeff Olde
>SVP, Production & Programming VH1
>2600 Colorado Ave, 3rd Floor
>Santa Monica, CA 90404
>P: 310-752-8255 F: 310-752-8553

>
>-----
>From: Delhomme, Chris
>Sent: Wednesday, August 30, 2006 2:21 PM
>To: Olde, Jeff; Wozniak, Maura
>Cc: Kelly, Kristen
>Subject: RE: Flavor Flav Press Update/Requests

>
>We were thinking of releasing a clip next week, but if we can get something tomorrow or Friday, I'm sure it will get some play.

>
>-----
>From: Olde, Jeff
>Sent: Wednesday, August 30, 2006 2:12 PM
>To: Wozniak, Maura
>Cc: Kelly, Kristen; Delhomme, Chris

>Subject: RE: Flavor Flav Press Update/Requests

>

>Sounds great. Let me know if I can help press Clifton. Was going to give him and Flav a call just to show some love. Happy to push, if needed.

>

>Would we want to leak the clip of NY returning to the house before Sunday??? Since the buzz is already out there, wondering if we play that card now to build ratings on next ep. Thoughts?

>

>Jeff Olde

>SVP, Production & Programming VH1

>2600 Colorado Ave, 3rd Floor

>Santa Monica, CA 90404

>P: 310-752-8255 F: 310-752-8553

>

>

>

>

>From: Wozniak, Maura

>Sent: Wednesday, August 30, 2006 1:19 PM

>To: Olde, Jeff

>Cc: Kelly, Kristen; Delhomme, Chris

>Subject: Flavor Flav Press Update/Requests

>

>Hi Jeff,

>

>Hope all is going well. Below is a list of the press requests that have come in for Flav. We are still trying to confirm dates and times with Clifton but no luck so far. If we can get most of these done within the next week or so it would make for a nice mid-season press push, in addition to what we are looking to do for New York's return (see bullets below).

>

>* Tons of radio requests so we should do another 2 radio tours. One ASAP and another right before the finale.

>* E!'s "The Daily 10" would like to have Flav in-studio for their "Shameless Plug" segment where they'll ask Flav a few questions and he can plug FOL2.

>* Maury Povich would like to have Flav on as a guest -- still sussing this out. May not be feasible.

>* Carson Daly would like to have Flav on as a guest.

>

>NEW YORK PRESS OPS.

>* Leak to blogs on Wednesday, August 30 or Thursday, August 31 e.g. PerezHilton, Pink, TMZ, People.com, Vibe.com, Essence.com etc.

>* Send out clip of NY coming back virally to YouTube, TMZ etc. on Tuesday, Sept. 5

>* Pitch weeklies for interviews/Q&A with New York and/or Flav.

>* Pitch "At-Home" piece with New York for InTouch or OK Mag. (Production is checking on New York's living space.)

>* Radio tour week of Sept. 12 to discuss having a second chance at winning Flav's heart.

>* Continue to send out key viral clips of New York throughout the rest of the series.>

>* Pitching LA-based talk shows.

>

>Thanks,

>Maura

Schapiro Exhibit 24

Subject: RE: The Little Talent Show
From: "Exarhos, Tina" <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=EXAROST
>
To: Norman, Christina; Curren, Lois
Cc: Date: Mon, 18 Sep 2006 14:44:47 +0000

Hey Lois --

YouTube is already part of our marketing strategy for this show. I will call you today to make sure you're not having someone on your team double up on any of our efforts....

Thanks,

Tina.

>-----

>From: Curren, Lois
>Sent: Friday, September 15, 2006 7:45 PM
>To: Exarhos, Tina; Norman, Christina
>Subject: The Little Talent Show

>

>Hi there,

>We would love to put up daily, unedited clips of the most ridiculous performances from the Little Talent Show on YouTube with a tune-in message. I know that we are putting up the acting scenes on Overdrive, so we will stay away from those. I wanted to make sure you were both OK with this. We would love to start on Monday with a performance from Monday's show.....can you imagine the full-on dancing clip of the red-haired gentleman from the pilot?

>Thanks,

>Lois

>