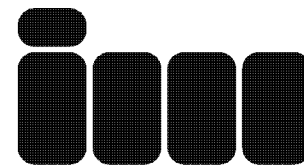


Rubin Reply Exhibit 7



Blades of Glory

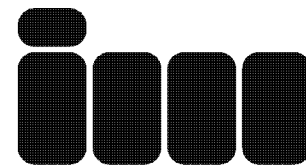
ICED Media Wrap-Up



By all accounts, ICED's campaign for *Blades of Glory* was a tremendous success. *Blades* content placed by ICED went live on 120 different sites, spanning multiple genres from movie sites to general entertainment blogs to sports blogs, celeb gossip sites and more. Of these 120 sites, 106 featured video content, and 22 ran *Blades* contests. We were able to secure 73 different home page features throughout the campaign. In addition, the clips we uploaded to the various viral video sites were viewed more than 309,000 times, driven by the placement of embedded clips on sites/blogs as well as strategic "tagging" of the clips with searchable keywords.

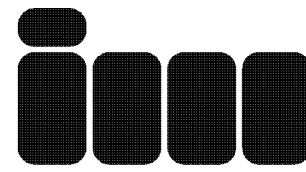
Highlights from the campaign include home-page features on popular sites such as Stuff Magazine, Cinema Blend, Comedy Central Insider, Joblo and With Leather; a dedicated screening-room feature on BlockSavvy; a contest on Ticketmaster giving away one of the outfits from the film; and more than 32,000 views of the trailer on Daily Motion and 13,300 views of the "Skate Your Tits Off" clip on ClipShack. We're confident that the visibility of *Blades* content that we placed online was a contributing factor in the film's box office success.

120 different sites featured *Blades of Glory* content we provided over the course of the 2 month campaign



411 Mania	Daily Motion	Junkiness	Sharkle
ACED Magazine	Dave's Daily	Just Jared	Smart Video Channel
Addicting Clips	Dead Spin	King Magazine	Sorry I Got Drunk
Alloy	Defamer	Kiwibox	Sports By Brooks
AndPOP	Dorks	Live Daily	Superior Pics
Artist Direct	Drop Shots	Live Video	StreamDump
Basegirl	Ebaum's World	Mean Duck	StreetFire
The Big Lead	Evil Beet	Metacafe	Stuff Magazine
Black Planet	The Feed		Stupid Videos
Block Savvy	FHM	Middle Child Promotions	Synthesis Magazine
	Film Rotation	Milk and Cookies	Tastes Like Chicken
Blog Critics/BC Goodie Bag	Film Stalker	Monsters and Critics	Teen Hollywood
Bolt	Film Wad	Moron	Teen Television
Break	Flukiest	Motion Box	Ticketmaster
Broadcaster	FlixYa	Motion TV	Total Fark
Bumpshack	Fliqz	Movies Online	Touching All The Bases
Burbanked	Flurl	MySpace	VEOH
Buzzsugar	FreeOops	National Lampoon	Viddler
Can Mag	Fuzzy Lion	NewsToday	Vidiac
Can't Stop the Bleeding	Glide Magazine	Now Public	vidiLife
The Celebrity Café	Google Video	Pickle	Viral Video
Cinema Blend	Grouper	The Plugg	vMix
Cinema Confidential	Heavy	PopBytes	vShare
Citysearch	Hip Hop DX	PopYOUlarity	vSocial
Clevver	Hip Hop Ruckus	Putfile	Ugo Net
Clipshack	Hot Sauce Live	RA 10	Whatevs
College Club	ICED Blog	Radar.net	With Leather
College Humor	ifilm	RARRRRR I'm A Blog	YouTube
Comedy Central Insider		Revver	Zippy Videos
Cracked	Inside Pulse/ Popcorn Junkies	ScreenRant	Zoner Sports
Crave Online	Joblo	Shakefire	

411 Mania



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

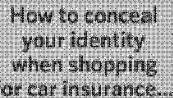
<http://www.411mania.com/movies/news/51657/%5BContest%5D-Win-An-Awesome-Blades-of-Glory-Prize-Pack-From-411!.htm>

700,000 unique readers per month

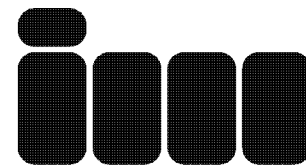
Blades contest live on home page of entertainment/movie site

Contest feature includes poster image, and "Singing On The Floor" clip in embedded player

A screenshot of the 411mania website. The top navigation bar includes links for News, Film Reviews, Columns, DVD/Other Reviews, News Report, and a Search box. The left sidebar features a 'SPOTLIGHTS' section with links to MOVIES/TV (TMNT Review), MUSIC (Good Charlotte - Good Morning Reveal Review), WRESTLING (411's Countdown to WrestleMania 23: The WrestleMania XIX Roundtable Review), POLITICS (411 March Politics Round Table: Grading the Republicans), SPORTS (MMA Retro-Rants: PRIDE 1), and GAME S (Crackdown (Xbox 360) Review). Below the sidebar is an advertisement for 'The Orange' by ING DIRECT. The main content area is titled '411mania » Movies » News' and features a contest announcement: '[Contest] Win An Awesome Blades of Glory Prize Pack From 411!'. The post is by Ashish on 03.29.2007. The contest details include an 'AUTOGRAPHED poster, soundtrack, and even CEREAL BOXES!'. A large movie poster for 'Blades of Glory' is displayed. To the right of the poster is an advertisement for Crest Whitestrips, showing a woman pointing to her teeth and a box of the product, with a 'Save \$7 Now' offer and a 'CLICK HERE' button. The word 'Advertisement' is written below the Crest ad.



ACED Magazine



<http://www.acedmagazine.com>

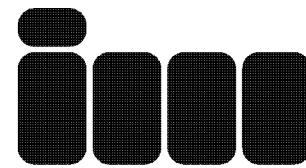
<http://acedmagazine.com/content/view/142/1/>

1,000,000 unique readers per month

Blades contest live on home page of teen-oriented entertainment site

The screenshot shows the ACED Magazine website. On the left is a dark sidebar with the ACED Magazine logo and tagline 'A new way of thinking...'. Below the logo is a search bar. The sidebar contains a 'MAIN MENU' with links to Home, Reviews, Interviews, Feature Articles, Win Prizes!, HorrorScope, News Feeds, About Us, Contact Us, Search, and Referral Directory. At the bottom of the sidebar is an 'EVENTS CALENDAR' for March 2007. The main content area has tabs for 'Featured', 'Recent and Hot', and 'Our Sponsors'. Below these is a 'NEWSFLASH' section with a paragraph about Relient K's album 'Five Score and Seven Years Ago' and a contest announcement about winning a Nintendo Wii. Further down is a 'WELCOME TO ACED MAGAZINE' section featuring a 'Blades of Glory Prize Promo'. This section includes a user rating of 5/1, the author Jenna Bensoussan, and the date Thursday, 29 March 2007. There is a small image of the movie 'Blades of Glory' and a paragraph describing the contest. At the bottom of the promo is a link to 'Add a comment'.

Addicting Clips



<http://www.addictingclips.com/Clip.aspx?key=E49A415410DF4B5F>

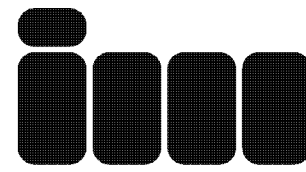
"Blades of Glory Mascots on Ice" Game

24 clips uploaded to site

Over 40,100 views thus far

A screenshot of the Addicting Clips website. The header features the site name 'ADDICTING CLIPS' and navigation links: Home, Channels, My AC, Upload Clips, and AddictingGames. Below the header is a search bar with the text 'Search for video on AC and the Web!' and a 'GO' button. The main content area displays a video player for a clip titled '"Blades of Glory" - Will Arnett and Amy Poehler Interview 1'. A box over the video player shows the view count '39,303'. To the right of the video player is a 'CLIP INFO' sidebar with details: uploaded by 'thatsfunny' on 3/22/2007 at 10:11:26 AM, and a link to 'Subscribe to this user'. Below this is a 'Tags' section with tags like 'Blades of Glory', 'Farrell', 'Will Arnett', 'Amy Poehler', 'comedy', 'funny', and 'humor'. Further down is a 'Channels' section listing 'Movies & TV' and 'Funny'. The 'Duration' is 00:01:29 and it has been 'Played' 3 times. To the right of the video player is a 'CASH FOR CLIPS!' advertisement. Below the video player is a 'FEATURED CLIPS' section showing '0 of 489' clips, with 'This is the first clip' and 'This is the last clip' buttons. Below that is a 'Now Playing' section with 'Normal View' and 'Storyboard View' options. At the bottom is a 'Related Clips' section showing a clip titled 'Funny Cats' from user 'cooluser'. On the far right is a large vertical advertisement for 'Grow your business with our email marketing service.'

Addicting Clips continued...



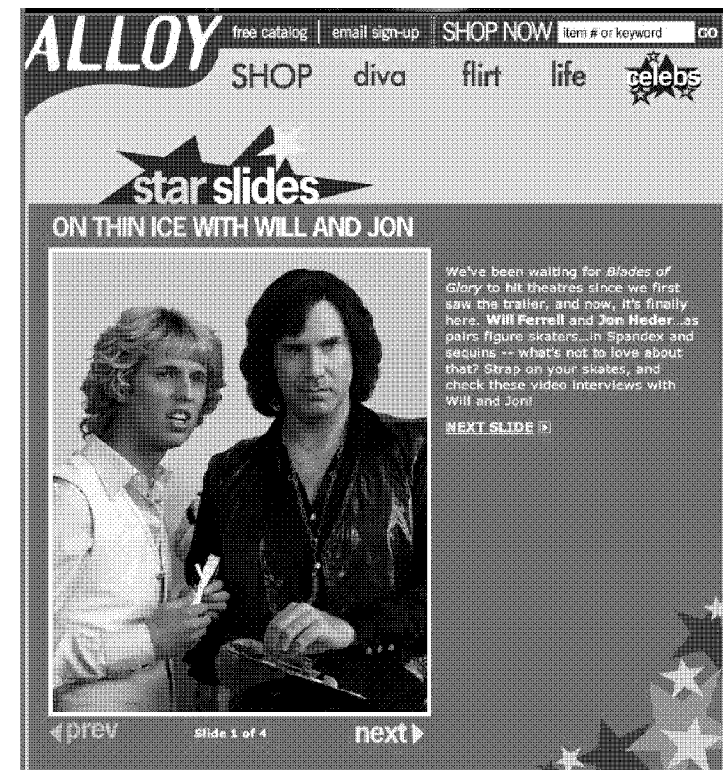
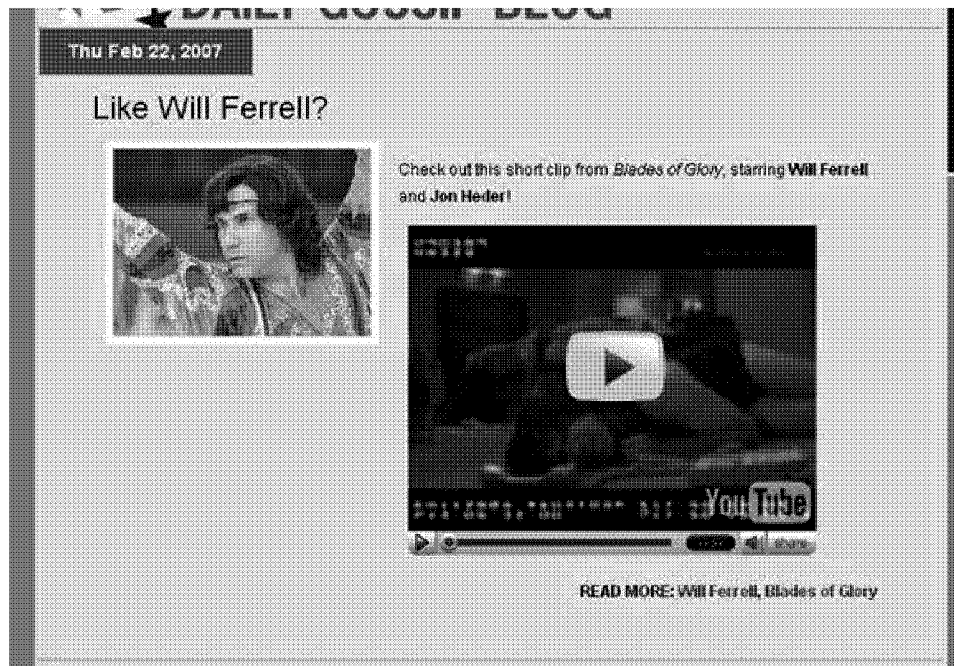
<http://alloy.com/>

<http://alloy.com/5/32/2760/1/>

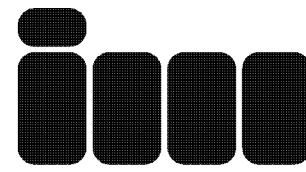
Site stats pending

Blades trailer and "Singing On The Floor" clip featured

"Star Slides" feature includes 2 interview clips, photos and more on 5 different pages



Alloy continued...

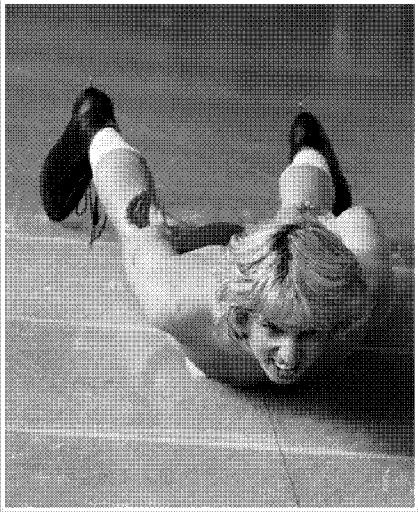


ALLOY free catalog | email sign-up | **SHOP NOW** item # or keyword **GO**

SHOP diva flirt life **celebs**

star slides


ON THIN ICE WITH WILL AND JON



Who would you rather have as your skating partner?

- ☐ Jon Heder
- ☒ Will Ferrell

VOTE!

MORE STAE SLIDES 


◀ prev Slide 4 of 4 more ▶

ALLOY free catalog | email sign-up | **SHOP NOW** item # or keyword **GO**

SHOP diva flirt life **celebs**

star slides

ON THIN ICE WITH WILL AND JON



Will and Jon dish about the challenge of making *Blades of Glory* and reveal their fave routine.

NEXT SLIDE 

<http://www.andpop.com>

<http://www.andpop.com/contests/800>

300,000 unique readers per month

Blades contest live on home page of entertainment site

andPOP
POP CULTURE WITH SUBSTANCE

Latest News
Rage to Tour with Wu Tang? [Read More](#)

JOIN andPOP FREE!

Username: Password: ☐ Remember [help?](#) [Why Join andPOP?](#)

Music Entertainment Technology Gaming

pop culture with substance

Blades of Glory prize pack

When rival figure skaters Chazz Michael Michaels (Will Ferrell) and Jimmy MacElroy (Jon Heder) go ballistic in an embarrassing, no-holds-barred fight at the World Championships, they are stripped of their gold medals and banned from the sport for life. Now, three-and-a-half years on, they've found a loophole that will allow them to compete: if they can put aside their differences, they can skate together -- in pairs' figure skating.

BLADES OF GLORY opens March 30!

andPOP is giving away a Blades of Glory prize pack, consisting of a cast-signed poster, the soundtrack, a t-shirt and a set of 2 limited edition "Blades of Glory" cereal boxes.

All you have to do to enter is answer the trivia question correctly. Of all correct answers, we will randomly choose 1 winner.

Check out the Blades of Glory Webisode!

andPOP TV

- Interview: James Blunt
- Interview: Junos Press Conference 2007
- Interview: The Panic Channel
- Interview: Cherish
- Interview:

<http://www.artistdirect.com>

<http://www.icedmedia.com/blades/bladesofglory.html>

3,000,000 unique readers per month

“Contest of the Week” on homepage

ICED built and is hosting a “Blades” giveaway contest that is currently living on the home page

The contest page includes poster image, images of promo items, embedded players with the trailer, podcasts, and clips, the “Mascots on Ice” game, and some still images



ARTISTDIRECT.COM "BLADES OF GLORY" CONTEST



ArtistDIRECT.com is giving away a GLORIOUS prize pack from "Blades of Glory," starring Will Ferrell!

ONE Winner will receive:

- An AUTOGRAPHED "Blades of Glory" poster
- A copy of the film's soundtrack
- A "Blades of Glory" t-shirt
- A set of LIMITED-EDITION "Blades of Glory" cereal boxes, containing real cereal



CHECK OUT TRAILERS, OUTTAKES AND GAMES BELOW! "BLADES" HITS THEATERS MARCH 30

Fill out the information below to enter the ArtistDIRECT "Blades of Glory" Giveaway Contest.

First Name

Last Name

Street Address

Address cont.

City

State

Zip

E-Mail Address

Yes, I would like to receive more information on giveaways and other promotions from ArtistDIRECT.com!
☒

Yes, I would like to receive more information on other DreamWorks or Paramount Pictures releases!
☒

Yes, I would like to receive more information on other promotions from ICED Media!
☒

<http://basegirl.blogspot.com>

<http://basegirl.blogspot.com/2007/01/blades-of-glory.html>

14,000 unique readers per month

Blades home page feature on sports blog, including trailer and still images



The screenshot shows the Basegirl blog interface. At the top is a header with a star icon and the word "basegirl". Below the header is a quote: "THERE MAY HAVE BE NO FURY LIKE A WOMAN SCORPED BUT HEAVEN HATH NO SWEETNESS AS OURS FOR UNDOING US." - NABES. The main content area features a post dated "Wednesday, January 31, 2007" titled "Blades of Glory". The post includes a still from the movie "Blades of Glory" showing two skaters in front of a "MONTREAL JEUX DU MONDE WINTERSPORTS" backdrop. The text of the post discusses the movie and mentions Jim at ICED Media. To the right of the post is an "about me" section with a photo of Kristen Boston, a 26-year-old Editor living in Brookline, Massachusetts, who enjoys snarking, yapping, and working herself into a righteous lather over people who are still whining about the Tuck Rule. Below the "about me" section is a "CHICKS TALK FOOTBALL" logo and a "Feedster - Feed of the Year FINALIST" badge.

basegirl

THERE MAY HAVE BE NO FURY LIKE A WOMAN SCORPED BUT HEAVEN HATH NO SWEETNESS AS OURS FOR UNDOING US." - NABES

wednesday, January 31, 2007

Blades of Glory

MONTREAL
JEUX DU MONDE WINTERSPORTS

So tomorrow is February and thus beings The Dead Month in sports (since the Super Bowl was canceled this year and all). Faced with a month of navel gazing and wearing out my Faith Rewarded and City of Champions DVDs, Jim at ICED Media came to my rescue and sent me the trailer for the new Will Ferrell/Jon Heder figure skating comedy, "Blades of Glory," asking me if I could do anything with it since it's tangentially sports-related.

Four things:

about me

Kristen Boston,
Massachusetts
US

I'm a 26-year-old Editor living in Brookline and working in Boston. Hobbies include snarking, yapping and working myself into a righteous lather over people who are still whining about the Tuck Rule.

View my complete profile

CHICKS TALK FOOTBALL


• Chicks Talk Football

Feedster -
Feed of the Year
FINALIST

Four things:

- 1) I'm totally gonna go see anything Will Ferrell is in since I haven't been able to stop quoting "Talladega Nights" since the first time I saw it in a margarita haze,
- 2) Yours truly actually was a figure skater for fourteen years so there's nothing I like better than snarking on the sequined set,
- 3) The movie also stars Will Arnet and Amy Poehler of the tragically canceled "Arrested Development and
- 4) YES YES YES WHEN DOES IT OPEN I WANT TO SEE IT NOW YES!

Herewith, the trailer:



YouTube

tickets

- MLB Tickets
- Red Sox Tickets
- Mets Tickets
- White Sox Tickets

holla

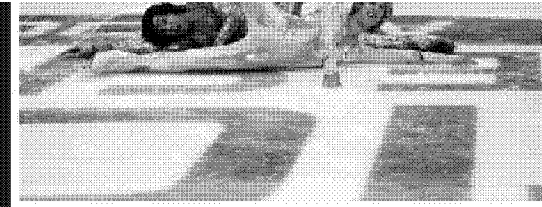
- Email Me

previous posts

- Blades of Glory
- Vampos
- For the record...
- Resolutions
- Theo Epstein: Patriots Fan
- Stop...HAMMERTIME!
- World's Best Babysitter
- Tom Grady and the Huggy Bunn
- And now we are so happy, we the dance of joy!
- Rational Thought Has No Place Here

sports links

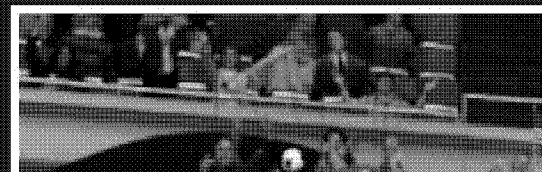
- 2632
- The Baseball Desert
- Baseball Reference
- Bill Simmons
- Blue Cats and Red Sox

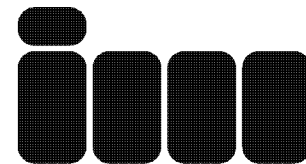


Phenomenal costumes, to be sure.



Ahhh, ice princesses. Perfect for parody.





The Big Lead

<http://www.thebiglead.com>

<http://thebiglead.com/?p=1647>

Site stats pending

Trailer posted on home page of sports blog

So Maybe This is Why Will Ferrell Had That Bushy Afro at the Golden Globes?

Posted by TheBigLead on January 17th, 2007

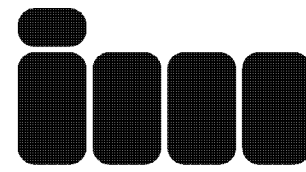


Now that Will Ferrell has squashed his beef with ESPN's Pat Forde, he can get to promoting his new flick which involves the kid from Napoleon Dynamite, pretty gay music, and ice skating.

Tennis (53)
TJ Simers (11)
Uncategorized (86)
Video (147)
World Cup (104)

Links










WBRS Sports Blog
Chili Dog Blog
Fire Joe Morgan
Rose Garden Blog
The Sports Pulse
Clipper Nation
A Large Regular
Sports Frappe
Young, Black, and Fabulous
Why Don't We Get Drunk and Blog
David Patrick Castro
Fark - Sports
Lone Star Mets
Silver Sportz
Drunk Blogger
Sports Blah
Baseball Musings
True Hoop
Awful Announcing
Sport Rewind
Kissing Suzy Kolber
Hardball Times



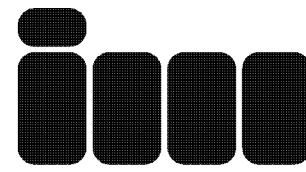
<http://www.blackplanet.com/home/>

Site stats pending

Blades trailer featured on home page as part of "Today's Staff Picks"

Meet Professionals	Poll	Today's Staff Picks
 OnlineScout07	<p>On the first day of Black History Month, Queens, New York Councilman Leroy Comrie introduced a resolution to ban the n-word. Do you agree with the resolution?</p> <p>Yes. 49% No. 27% Not sure. 24%</p> <p>Total Responses: 8,622</p> <p>You must become a member to participate in a poll. Register now!</p>	 God of War 2 - Intro
 majita26		 Matisyahu: Jerusalem
 lostdove27		 Wedding Thriller Dance
 SINCERE CIA_07		 Blades Of Glory - Trailer
 LadieLynn1		
<p>Create your own Professional Profile</p>		
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Block Savvy



<http://www.blocksavvy.com>

A special Blades of Glory screening room is set up where users can watch clips from the film and enter a contest to win cereal, t-shirts, a track jacket and more



Blog Critics/BC Goodie Bag


<http://www.blogcritics.org>

<http://www.bcgoodiebag.com>

<http://bcgoodiebag.com/2007/03/21/more-blades-of-glory-clips/>

3,000,000 unique readers per month

Chazz and Stranz/Fairchild podcast clips featured in Goodie Bag section of Blog Critics, including mention on Blog Critics home page



BC
BLOGCRITICS
MAGAZINE


"A SINISTER CABAL OF SUPERIOR WRITERS"

Blogcritics is an online magazine, a community of writers and readers from around the globe.

Publisher: [Eric Olsen](#)

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
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
Blogcritic of the Month — [Jon Sobel](#)
Blogcritic of the Day — [Cristofer Gross](#)


 **TV »** TV and Film Guy - [Lost](#), [The Riches](#), [Battlestar Galactica](#), C. Michael Bailey - [NCIS "Iceman"](#), [American Idol 6](#): Brit Invasion - Kaonashi, [The Jay](#);
24 Day 6


 **Culture »** Nicholas Stix on the [Life, Death, and Cult of John Belushi](#), mental_gross Question of the Day: [Who Invented the Office Cubicle?](#), Parent and Sexy Adult, Ann Hagman Cardinal, Talks About [Parenthetical Sex](#), DJRadiohead's BCRadio Podcast


 **Music »** Don Baiocchi Reviews [New Amy Winehouse](#) and [Joss Stone](#) CDs

 **GlossLip »** Dawn Olsen - [Gwen Stefani on AI](#), Anna Nicole Babydaddy, Vivica Fox, Lindsay Finds God, Jolie Babies

 **Film »** Bob MacKenzie Reviews [Twitch City - The Complete Series](#), T. Rigney's B-Movie of the Week - [Rectum](#)

 **Desicritics »** Zainub Razvi on [Civic Responsibility in Pakistan](#)

 **BC Audio/Video Goodie Bag »** Anna Creech - [Blades of Glory](#), Roger Waters

 **PRWeb™**

The EPI Companies Enhances Clients' Brand
 HP today announced that the EPI Companies has installed an HP Indigo press 5000 to...

[Event Management and Advanced Financial](#)
 MarketingPilot Software LLC (www.marketingpilot.com), "the dominant mid-market...

[ACI Named Psychologically Healthy Award Finalist for](#)
 Faced with skyrocketing healthcare costs, global competition and economic...

[FuncXpress and BankAtlantic Announce](#)
 FuncXpress Financial Network, Inc., the premier provider of online financial...

[DAX Technologies Deploy OPTIMA with 2 Circular](#)
 DAX Technologies announced today the completion of Optima...

[Simple Money Machines and Affiliate Project X Announce](#)
 The first Internet-Business-In-A-Box and Affiliate Project X have...

[The YWCA San Francisco & Marin Brings the](#)

BC Goodie Bag

Daily Digital Treats for Eyes and Ears

Home About BCGoodieBag.com Forums RSS Feed

March 13th, 2007

Blades of Glory games & trailer

In *Blades of Glory*, Will Ferrell and Jon Heder star as rival Olympic ice skaters who were stripped of their gold medals and permanently banned from men's single competition. Now, they've found a loophole that will allow them to qualify as the sport's first male-male pairs team. Also starring Will Arnett, Amy Poehler, Jenna Fischer, and Craig T. Nelson, *Blades of Glory* skates into theaters on March 30th.

You gotta love the *Tron*-like costumes:




BCGoodieBag.com brings you fresh digital content -- audio and video -- every day.

BC DC

Categories

- Audio (59)
- Contests (5)
- Games (2)
- Images (8)
- Movie Trailer (16)
- Music Video (48)
- News (8)
- TV Preview (3)
- Uncategorized (1)
- Video (16)

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70% Of Addicts Are In The Workforce



BC Goodie Bag

Daily Digital Treats for Eyes and Ears

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March 21st, 2007

More Blades of Glory clips

Blades of Glory is the new Will Ferrell comedy that pokes fun at the sport of figure skating. The film also stars Jon Heder (*Napoleon Dynamite*), Will Arnett (*Arrested Development*), and Amy Poehler (*Saturday Night Live*, *Mean Girls*). Here are a few new clips:

Chazz tells why he skates.




BCGoodieBag.com brings you fresh digital content -- audio and video -- every day.

BC DC

Categories

- Audio (72)
- Contest (5)
- Game (2)
- Image (10)
- Movie Clip (5)
- Movie Trailer (19)
- Music Video (56)
- News (12)
- TV Preview (3)
- Video (15)

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BC Network Premium
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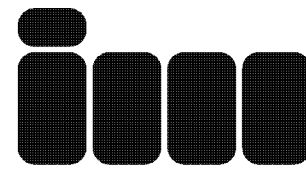
Search

BC Goodie Bag
[Advertise here now!](#)

BC Network
[Advertise here now!](#)



Bolt



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

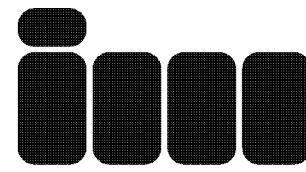
http://www.bolt.com/Thatsfunny/video/Blades_of_Glory_Will_Arn/3134252

17 clips uploaded to site

Over 19,300 views thus far

The screenshot shows the Bolt website interface. At the top is a navigation bar with a Bolt logo on the left and a Kingston 1GB microSD card advertisement on the right. Below the navigation bar is a menu with tabs for Home, People, Video, Photos, Forums, and Upload. A secondary menu below that includes Profile, Videos, Music, Photos, Blogs, Activity, Friends, and Comments. The main content area features a video player on the left showing a scene from the movie "Blades of Glory" with Will Arnett and Amy Poehler. To the right of the video player is a section titled "Blades of Glory" - Will Arnett and Amy Poehler, with a description of the film and a "Thatsfunny" tag. Below the video player are statistics for Views, Comments, Favorites, and a "Add To Favorites" button. To the right of the video player is a "Check It Out!" section with links for "Have Opinions?", "Send Text Messages", and "Bored?". The rightmost sidebar contains a "Cool" section with a "Thatsfunny" tag.

Break



<http://www.break.com>

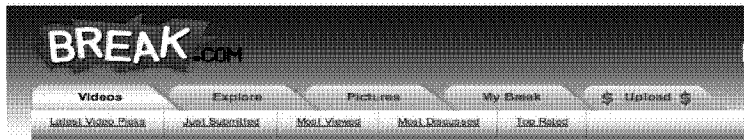
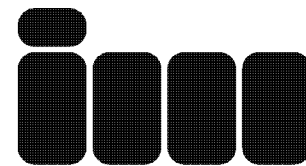
Blades content has been on the homepage of break.com since 3/1

5 clips uploaded to site

Over 4,900 views thus far

The screenshot shows the Break.com homepage. At the top, the 'BREAK.COM' logo is on the left, and user information 'Hi [broadwayjoe415](#) | [New Messages\(0\)](#) | [Logout](#)' is on the right. Below the logo is a search bar with the text 'Videos and More' and a 'Search' button. A navigation bar contains tabs for 'Videos', 'Categories', 'Pictures', 'My Break', and '\$ Upload \$'. Below this is a secondary navigation bar with links: 'Latest Video Picks', 'Just Submitted', 'Most Viewed', 'Most Discussed', 'Top Rated', and 'Most Shared'. The main content area is titled 'LATEST VIDEO PICKS' with a 'See more videos' link. It features three video thumbnails with descriptions: 1. 'Cool Stop Motion Head Shaving' by [johnnydarkko](#), submitted 4 minutes ago. Description: 'I wouldnt call this sexy but it is by far the coolest head shaving video we received for our Break Loves Britney head shaving contest. The contest deadline is March 5th, remember the top three sexiest videos get \$1500!'. Comments: 0, User Rating: ☆☆☆☆☆ (0). 2. 'Blades Of Glory' by [Avon Barksdale](#), submitted 10 minutes ago. Description: 'This movie looks freakin hilarious, Will Ferrell and John Heder are male ice skaters stripped of their gold medals and forced to join together as the first male ice dancing team. Enough said.' Comments: 0, User Rating: ☆☆☆☆☆ (0). 3. 'World Record Ski Jump' by [thedjams](#), submitted 11 hours ago. Description: 'This dude breaks the world record for the highest ski jump. He does it in style too instead of landing on his skis as intended he lands on his head.' Comments: 164, User Rating: ☆☆☆☆☆ (58). To the right of these picks is a large video player for 'UFC 68: The Uprising' scheduled for 'SATURDAY, MAR 3RD' at '10PM ET / 7PM PT'. It includes a 'CLICK TO VISIT SITE' button and a play button overlay. Below the video player, the title 'UFC 68: The Uprising' is shown with a 5-star rating and 'Submitted By: BreakStaff'. At the bottom right, a 'BREAKING NEWS' section contains three buttons: 'Break ♥s Britney', 'Break Survey', and 'Picture Gallery'.

Break continued...



"Blades of Glory" trailer



LOGIN TO RATE
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805

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3

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lexton59 says:

1/23/2007 10:47:40 PM

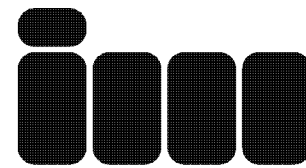


HEY, ANYONE SEE DAVID SPADE ON THE SHOW "JUST SHOOT ME".....
He did a funny bit as a pseudo-female ice skater. It was very funny.....

BREAK.com - Search BREAK

Views	Rating	Comments	Date	Media	Category
	Blades Of Glory New Will Ferrell Movie	This movie looks hilarious, Will Ferrell and Jon Heder are male ice dancers. Enough said.			
5407	☆☆☆☆☆	2	1 month ago	videos	Movies
	Blades Of Glory	his movie looks freakin hilarious, Will Ferrell and John Heder are male ice skaters stripped of their gold medals and forced to join together as the first male ice dancing team. Enough sa...			
3273	☆☆☆☆☆	39	1 hours ago	videos	Movies
	"Blades of Glory" trailer	Will Ferrell and Jon Heder star as rival figure skaters forced to compete as the first male-male figure skating pair in history. Funny stuff! In theaters March 30, 2007.			
1419	☆☆☆☆☆	3	1 month ago	videos	Other
	"Blades of Glory" - Skate Your T*ts Off	Clip from the upcoming Will Ferrell ice-skating comedy "Blades of Glory," in theaters March 30.			
1357	☆☆☆☆☆	0	2 days ago	videos	Humor
	"Blades of Glory" - Will Ferrell Sex Pushups	Will Ferrell sex pushups from upcoming film, Blades of Glory.			
831	☆☆☆☆☆	0	2 days ago	videos	Humor
	"Blades of Glory" - Will Ferrell Singing	Will Ferrell sings Aerosmith.			
747	☆☆☆☆☆	0	2 days ago	videos	Humor
	"Blades of Glory" - Baby Back Ribs	Clip from the upcoming movie, "Blades of Glory", starring Will Ferrell. In theaters March 30.			
615	☆☆☆☆☆	1	2 days ago	videos	Humor

Broadcaster



<http://www.broadcaster.com/clip/12941>

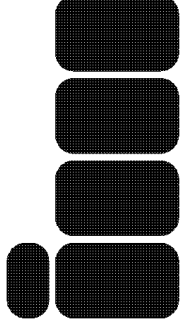
<http://www.broadcaster.com/video/player.php?clip=12371>

<http://www.broadcaster.com/clip/12396>

3 clips uploaded to site

Over 2,100 views thus far





Bumpshack

<http://www.bumpshack.com>

<http://bumpshack.com/?p=2111>

300,000 unique readers per month

Trailer and brief plot synopsis posted in home page feature on celeb/entertainment blog

Bumpshack.com

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First preview of 'Blades of Glory' starring Will Ferrell

A first look preview at the upcoming comedy 'Blades of Glory' starring **Will Ferrell** and **Jon Heder**.

Plot preview: In 2002, two rival Olympic ice skaters were stripped of their gold medals and permanently banned from men's single competition. Presently, however, they've found a loophole that will allow them to qualify as a pairs team.

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<http://burbanked.com/2007/01/17/jon-heder-should-be-glad-hes-wearing-a-wig-again-in-blades-of-glory/>

40,000 unique readers per month

Trailer featured on home page of movies/entertainment blog, in article making fun of Jon Heder's hair



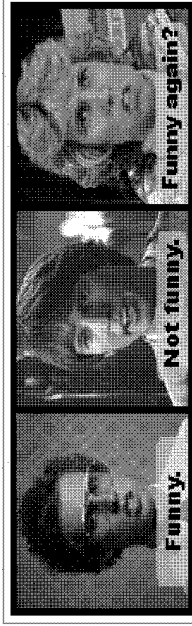
Jon Heder should be glad he's wearing a wig again in Blades of Glory.

January 17th, 2007 | Categories: Celebrities, Movie Marketing 101, Movies, Trailers

Actor Jon Heder broke into the mainstream big time in 2004's *Napoleon Dynamite*, and the movie crowds had barely shaken the popcorn from their clothes when Hollywood was already wondering what Heder would do next - and indeed if cinematic lightning would strike again.

Well, it hasn't. Heder has appeared in about four major releases since *Dynamite*, all of which have been disappointments at the box office. What no one in Hollywood understands, however, is that Heder's post-*ND* movies have underperformed because of his hair.

Yes, his hair. Allow me to illustrate this as succinctly as possible:



Of course we already know how funny the hair was in *Napoleon Dynamite*, and we know how very unfunny The Heder Hair was in *School for Scoundrels* last year.

And now here comes Heder again, back in his be-wigged comfort zone, in the new trailer for *Blades of Glory*.

Will it be funny? A success? Perhaps - but if I were Jon Heder's agent, I wouldn't be racing off to buy myself a new Escalade just yet. There are too many variables when it comes to The Heder Hair and before you know it the actor is likely to get all

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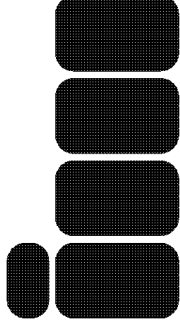
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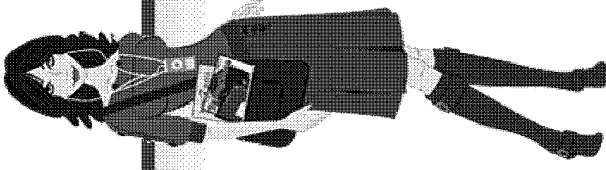
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<http://buzzsugar.com/109719>

300,000 unique readers per month

Two Amy Poehler/Will Arnett interview clips featured on home page of entertainment blog



I spent my youth planning themed movie nights, going to all-ages shows, and obsessively watching Seinfeld. If you'd told me then that such activities would some day be my job, I'd have thought you were just being mean.

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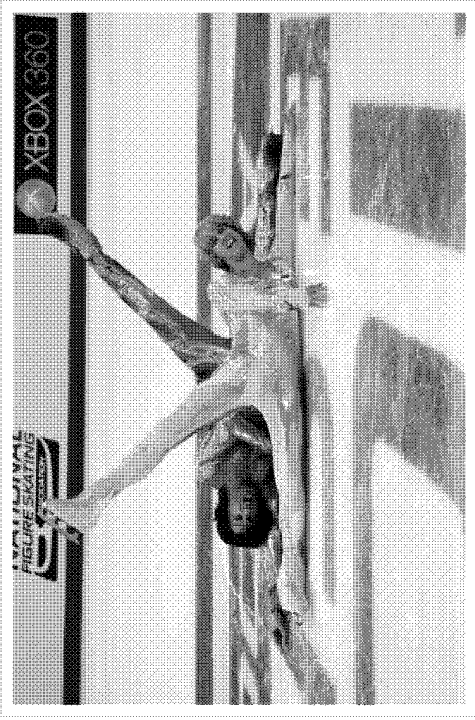
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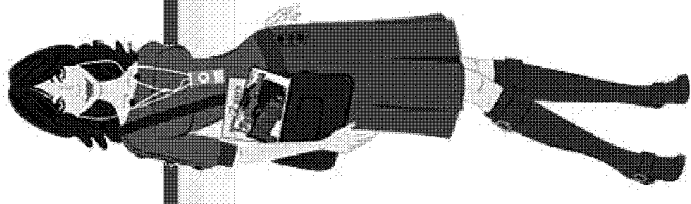
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Top Stories



Movie Preview: Blades of Glory
27 min 51 sec ago by BuzzSugar *

Blades of Glory isn't due to come out until March 30, but the trailer is so funny, I can't resist posting it now. In this classic **competition movie** comedy, Will Farrell plays



I spent my youth planning themed movie nights, going to all-ages shows, and obsessively watching *Saintfeld*. If you'd told me then that such activities would some day be my job, I'd have thought you were just being mean.

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TV Tonight: Friday Night Lights, the Movie »

Amy Poehler and Will Arnett Talk Skating, Marky Mark

Mon, 03/26/2007 - 8:19am by BuzzSugar

In case you were wondering, *Blades of Glory* is **still** coming out this Friday, March 30. I can't seem to escape the **previews** for this film (I mean, really, how many are there?), and frankly, I'm getting slightly tired of Will Ferrell and Jon Heder.

However, I can always use a little more Amy Poehler-Will Arnett action, so I was delighted to get my hands on these hi-farious interviews with the real-life married couple (but not real-life professional skaters).



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Can Mag

<http://www.canmag.com>

<http://www.canmag.com/nw/6838-blades-glory-clips>

125,000 unique readers per month

Home page feature with 6 new Blades clips and a still image from film

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Meet Mr. Brooks
Poster, trailer, synopsis, Dane Cook?

Movie Previews



Blades of Glory Clips
A collection of clips that are cold as ice.

Movie Clips



The Hoax One-Sheet
New poster and release date.

Movie Posters