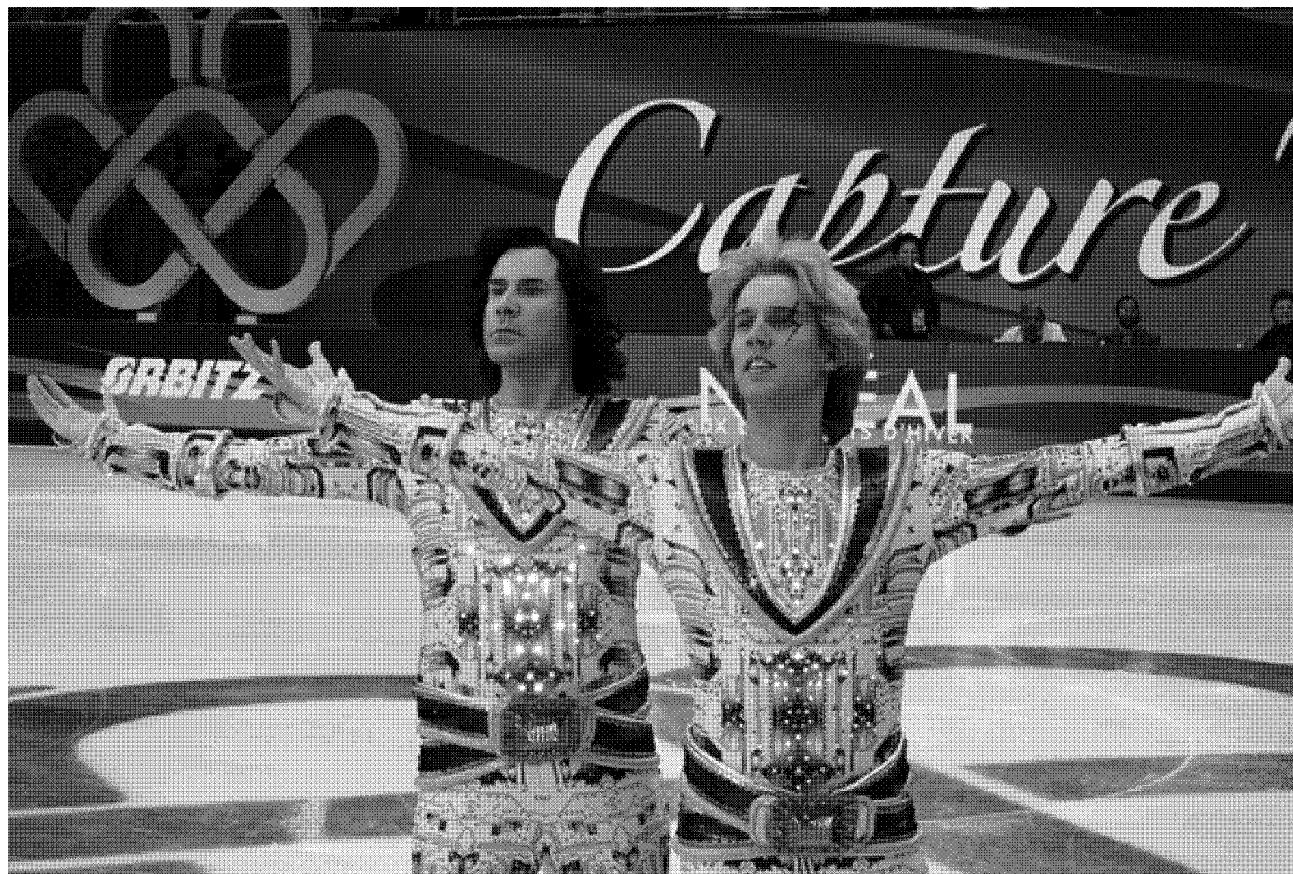
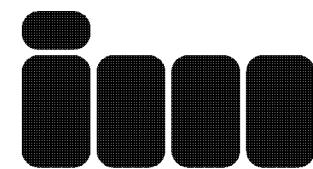
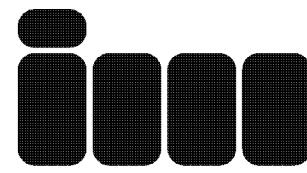


Rubin Reply Exhibit 7



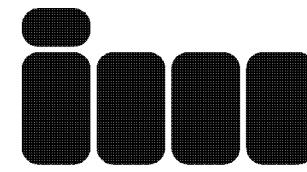
Blades of Glory **ICED Media Wrap-Up**



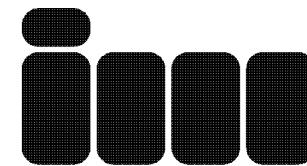
By all accounts, ICED's campaign for *Blades of Glory* was a tremendous success. *Blades* content placed by ICED went live on 120 different sites, spanning multiple genres from movie sites to general entertainment blogs to sports blogs, celeb gossip sites and more. Of these 120 sites, 106 featured video 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	Middle Child Promotions	Stupid Videos
Block Savvy	FHM	Milk and Cookies	Synthesis Magazine
Blog Critics/BC Goodie Bag	Film Rotation	Monsters and Critics	Tastes Like Chicken
Bolt	Film Stalker	Moron	Teen Hollywood
Break	Film Wad	Motion Box	Teen Television
Broadcaster	Flukiest	Motion TV	Ticketmaster
Bumpshack	FlixYa	Movies Online	Total Fark
Burbanked	Fliqz	MySpace	Touching All The Bases
Buzzsugar	Flurl	National Lampoon	VEOH
Can Mag	FreeOops	NewsToday	Viddler
Can't Stop the Bleeding	Fuzzy Lion	Now Public	Vidiac
The Celebrity Café	Glide Magazine	Pickle	vidiLife
Cinema Blend	Google Video	The Plugg	Viral Video
Cinema Confidential	Grouper	PopBytes	vMix
Citysearch	Heavy	PopYOUlarity	vShare
Clevver	Hip Hop DX	Putfile	vSocial
Clipshack	Hip Hop Ruckus	RA 10	Ugo Net
College Club	Hot Sauce Live	Radar.net	Whatevs
College Humor	ICED Blog	RARRRRR I'm A Blog	With Leather
Comedy Central Insider	ifilm	Revver	YouTube
Cracked	Inside Pulse/ Popcorn Junkies	ScreenRant	Zippy Videos
Crave Online	Joblo	Shakefire	Zoner Sports



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

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

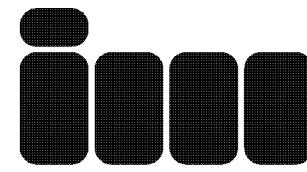
700,000 unique readers per month

Blades contest live on home page of entertainment/movie site

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

The screenshot shows the 411 Mania website layout. The top navigation bar includes links for News, Film Reviews, Columns, DVD/Other Reviews, News Report, and a Search bar. The left sidebar features a 'SPOTLIGHTS' section with links to MOVIES/TV (TMNT Review), MUSIC (Good Charlotte – Good Morning Revival 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 GAMES (Crackdown (Xbox 360) Review). A large central content area displays a contest titled '[Contest] Win An Awesome Blades of Glory Prize Pack From 411!' posted by Ashish on 03.29.2007. The contest description includes 'AUTOGRAPHED poster, soundtrack, and even CEREAL BOXES!' and features a large image of a movie poster for 'Blades of Glory' showing a woman in a bikini. To the right of the contest is a 'Crest Whitestrips' advertisement for 'daily multicare' featuring a woman smiling and holding a toothbrush. The ad includes a '\$7 Now' offer and a 'CLICK HERE' button. The bottom of the page features an ING DIRECT advertisement for 'The Orange' and a '411' logo.

411 Mania continued...



SPOTLIGHTS

MOVIES/TV
// TMNT Review

MUSIC
// Good Charlotte – Good Morning Revival 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

GAMES
// Crackdown (Xbox 360) Review

TODAY AT 411MANIA.COM



THE UBS EVENING MOVIE NEWS!

Weekend movies preview including *Blades of Glory*, *Casting Couch of the Week* featuring Tom Welling as *Teen Wolf*, *Movie Trailer of the Week: Spider-Man 3*, Kumar goes to college, Piven gets banned from restaurant, and much more! It's all in the latest edition of George H. Sirois' UBS Evening Movie News!

[» full article](#)

MY 411

User name

Password

Remember me.

[Register now!](#) | [Forgot your password?](#)

MOVIES/TV

[Contest] Win An Awesome *Blades of Glory* Prize Pack From 411!
(03.29.2007) - Ashish

AUTOGRAPHED poster, soundtrack, and even CEREAL BOXES!

[The Pursuit of Happyness DVD Review](#)
(03.29.2007) - Tony Farinella

Will Smith gives the best performance of his career in *The Pursuit of Happyness*!

WRESTLING

Ring of Honor News: March 29th Newswire
(03.29.2007) - Larry Csonka

The last update heading into the huge ROHmania weekend!

[The Furious Flashbacks – WCW Fall Brawl '99](#)
(03.29.2007) - Arnold Furious

We realise Bischoff had lost it but what happens if no one is in charge?

FURIOUS ON FILM

In the latest edition of *Furious On Film*, 411's Arnold Furious looks back at 2005's *Syriana* as well as 1997's *The Lost World: Jurassic Park* and 2004's *36 Quai des Orfèvres*! Plus the top ten movies of the 80s!

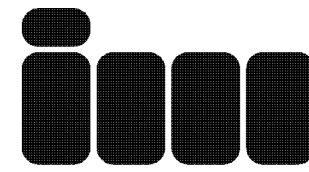
[» full article](#)

MUSIC

Notes from a Padded Cell 03.29.07: Where Do You Get Your New Music From (A Junkie's Sample Chronology) Pt. 1
(03.29.2007) - Jesse Coy

I don't know how many people out there consider the question, some of whom might also be music junkies such as myself, maybe not writing from a padded cell, but junkies nonetheless... Where Do You Get Your New Music From?

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

ACED Magazine
A new way of thinking...

search...

MAIN MENU

- Home
- Reviews
- Interviews
- Feature Articles
- Win Prizes!
- HorrorScope
- News Feeds
- About Us
- Contact Us
- Search
- Referral Directory

EVENTS CALENDAR

« <	March 2007	> »				
S	M	T	W	T	F	S

Featured **Recent and Hot** **Our Sponsors**

NEWSFLASH

Pop-punk band Relient K put out their fifth album in seven years cleverly titled, *Five Score and Seven Years Ago*. The Ohio natives say the new album is their happiest record to date, combining up-beat catchy love songs and their quirky sense of humor.

You can win a Nintendo Wii or a runner-up prize pack from the band. Click [Here](#) for more details.

WELCOME TO ACED MAGAZINE

Blades of Glory Prize Promo

User Rating:  / 1

Written by Jenna Bensoussan

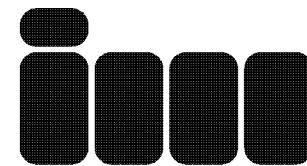
Thursday, 29 March 2007

 Enter to win a "Blades of Glory" prize pack! One lucky winner will be chosen to receive exclusive "Blades of Glory" stuff, including a limited-edition cereal box containing real cereal.

Will Ferrell and Jon Heder star as rival champion 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" skates into theaters THIS Friday, March 30, 2007.

 Add a comment

Addicting Clips



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

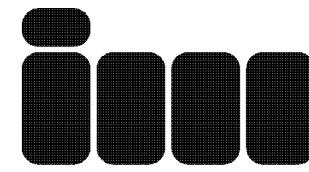
"Blades of Glory Mascots on Ice" Game

24 clips uploaded to site

Over 40,100 views thus far

The screenshot shows a video player for a clip titled "'Blades of Glory' - Will Arnett and Amy Poehler Interview 1". The video frame shows Will Arnett and Amy Poehler. A large white box highlights the view count '39,303'. To the right is a 'CLIP INFO' box with details: uploaded by [thatsfunny](#) on 3/22/2007 10:11:26 AM, with a link to 'Subscribe to this user'. It also lists tags: [Blades of Glory](#), [Will Farrell](#), [Will Arnett](#), [Amy Poehler](#), [comedy](#), [funny](#), [humor](#); channels: [Movies & TV](#), [Funny](#); duration: 00:01:29; and played: 3 time(s). Below this is a 'FEATURED CLIPS' section with a 'Now Playing' video and links to 'Normal View' and 'Storyboard View'. To the right is a 'CASH FOR CLIPS!' box with a cartoon character and text about paying \$500 to members for uploads. A large black box on the right side contains the text: 'Grow your business with our email marketing service.'

Addicting Clips continued...



ADDICTINGCLIPS™

Upload, play and share your video clips, cartoons & Flash games.

Home | Channels | My AC | Upload C

Search for video on AC and the Web!

Search Result

Searched for 'blades'

"Blades of Glory" - Mascots on Ice game
Spatzel and Snowflake, mascots for the World Wintersports Games, are on fire! Use your fire extinguisher to make sure they don't burn up. "Blades of Glory" skates into theaters March 30.
From: AddictingClips

ADDICTINGCLIPS™

Upload, play and share your video clips, cartoons & Flash games.

Hello t

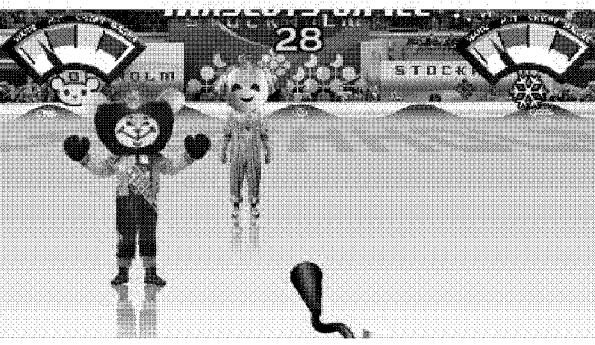
Home | Channels | My AC | Upload Clips | AddictingGames

Newest Clips | Most Played Clips | Top Rated Clips | Most Discussed Clips | Featured Clip

Search for video on AC and the Web!

"Blades of Glory" - Mascots on Ice game

Spatzel and Snowflake, mascots for the World Wintersports Games, are on fire! Use your fire extinguisher to make sure they don't burn up. "Blades of Glory" skates into theaters March 30.



CLIP INFO

uploaded by [thatsfunny](#)
3/13/2007 3:07:50 PM

Tags: [blades](#) [glory](#) [mascots](#) [game](#) [fun](#) [will](#) [ferrell](#) [cool](#) [ice](#)

Channels: [Flash Games](#), [Movies & TV](#)

Who can see: Everyone

Duration: 591 KB

File size: 5. time(s)

Played:

Newest Clips 1 of 14974

This is the first clip 

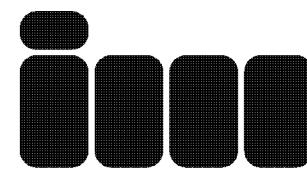
Now Playing [Next](#)

[Normal View](#) | [Larger View](#)

Related Clips [View All](#)

 [Email this clip](#)  [Like this clip? Tell AC!](#)

Alloy



<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

Thu Feb 22, 2007

Like Will Ferrell?

Check out this short clip from *Blades of Glory*, starring Will Ferrell and Jon Heder!



READ MORE: Will Ferrell, *Blades of Glory*

ALLOY free catalog | email sign-up | SHOP NOW item # or keyword 00

SHOP diva flirt life celebs

star slides

ON THIN ICE WITH WILL AND JON

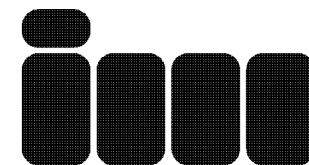
We've been waiting for *Blades of Glory* to hit theatres since we first saw the trailer, and now, it's finally here. Will Ferrell and Jon Heder... as pairs figure skaters... in Spandex and sequins -- what's not to love about that? Strap on your skates, and check these video interviews with Will and Jon!

NEXT SLIDE >



prev | Slide 1 of 1 | next >

Alloy continued...

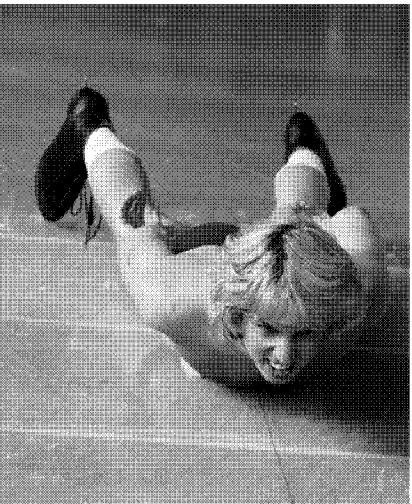


ALLOY free catalog | email sign-up | **SHOP NOW** item # or keyword go

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 STAR 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

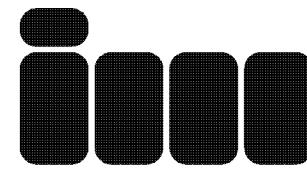


00:09:15:55

ClipShack

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

NEXT SLIDE 



<http://www.andpop.com>

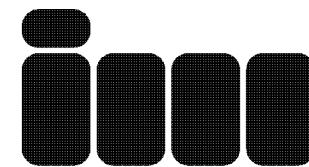
<http://www.andpop.com/contests/800>

300,000 unique readers per month

Blades contest live on home page of entertainment site

The screenshot shows the homepage of the andPOP website. At the top, the 'andPOP' logo is displayed with the tagline 'POP CULTURE WITH SUBSTANCE'. The navigation menu includes 'Latest News', 'Rage to Tour with Wu Tang? [Read More](#)', 'Join andPOP FREE!', 'Username: Remember: Password: [help?](#)', 'Why Join andPOP?', and a 'Login' button. Below the menu, there are four main categories: 'Music', 'Entertainment', 'Technology', and 'Gaming'. The 'Entertainment' section is currently active. A large headline reads 'Blades of Glory prize pack'. The text describes a contest where readers can win a prize pack for the movie 'Blades of Glory', which includes a cast-signed poster, the soundtrack, a t-shirt, and two limited edition cereal boxes. It also mentions that the movie opens on March 30th. A large image of a figure skater performing a jump is shown. To the right, there is a 'pop culture with substance' sidebar featuring a video player for 'andPOP TV' showing an interview with James Blunt, and a list of other interviews including Junos Press Conference 2007, The Panic Channel, Cherish, and another entry for James Blunt.

Artist Direct



<http://www.artistdirect.com>

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

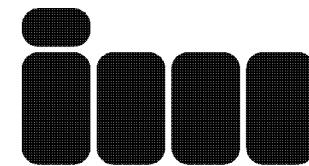
3,000,000 unique readers per month

“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





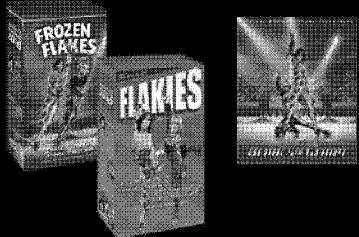
ARTISTDIRECT.COM "BLADES OF GLORY" CONTEST



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

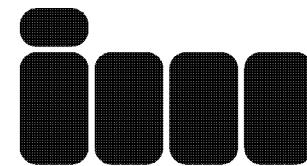
E-Mail Address

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!

Basegirl



<http://basegirl.blogspot.com>

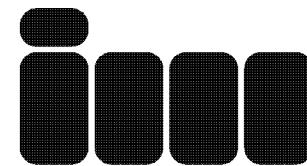
<http://basegirl.blogspot.com/2007/01/blades-of-glory.html>

14,000 unique readers per month

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

The screenshot shows the homepage of the **basegirl** blog. At the top, there is a header with a star icon and the word "basegirl". Below the header, a banner reads: "THEY MAY HAVE NO HONOR LIKE A WOMAN FORGOTTEN BUT HEAVEN HATH NO SWEETNESS SO FAR UNDETECTED BY SABOTAGE". The main content area features a large image of a trailer for the movie "Blades of Glory". The trailer image shows two people on a ice rink, one with their arms raised, with the text "MONTREAL JEUX DU MONDE WINTER SPIRITS" overlaid. Below the trailer, there is a text block: "So tomorrow is February and thus begins 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." At the bottom of this section, it says "Four things:". To the right, there is a sidebar with a profile for Kristen from Boston, Massachusetts, US. The sidebar includes a photo of Kristen, her bio (she's a 26-year-old Editor living in Brookline and working in Boston. Her hobbies include snarking, yapping, and working myself into a righteous lather over people who are still whining about the Tuck Rule.), and a link to "View my complete profile". Below the sidebar, there is a thumbnail for a post titled "CHICKS TALK FOOTBALL" with the subtext "Chicks Talk Football". A badge at the bottom of the sidebar says "Feedster = Feed of the Year FINALIST".

Basegirl continued...



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 snarkin' on the sequined set,
- 3) The movie also stars Will Arnett 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:



CONVERSATION

Tickets

- [MLB Tickets](#)
- [Red Sox Tickets](#)
- [Mets Tickets](#)
- [White Sox Tickets](#)

Help!

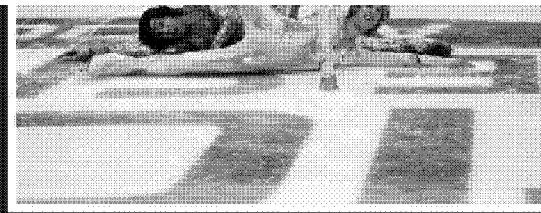
- [Email Me](#)

previous posts

[Blades of Glory](#)
[Vamanos](#)
[For the record...](#)
[Resolutions](#)
[Theo Epstein: Patriots Fan](#)
[Stop... HAMMERTIME!](#)
[World's Best Babysitter](#)
[Tom Brady and the Huggy Bun](#)
[And now we are so happy, we... the dance of joy!](#)
[Rational Thought Has No Place Here](#)

sports links

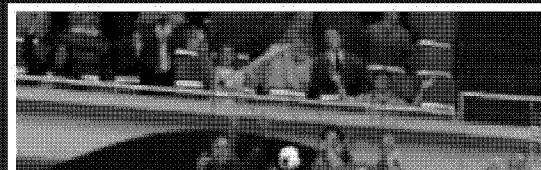
- [2632](#)
- [The Baseball Desert](#)
- [Baseball Reference](#)
- [Bill Simmons](#)
- [Blue Cats and Red Sm](#)

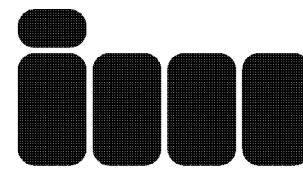


Phenomenal costumes, to be sure.



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

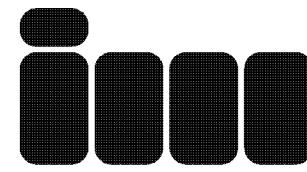


Now that Will Ferrell has squashed his beef with ESPN's Pat Forde, he can get to promoting his new flick which involves the kid from Napoleon Dynamite, pretty gay music, and ice skating.

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

-  [OnlineScout07](#)
-  [majita26](#)
-  [lostdove27](#)
-  [SINCERE CIA_07](#)
-  [LadieLynn1](#)

Create your own Professional Profile

Poll

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?

Yes. 49%
No. 27%
Not sure. 24%

Total Responses: 8,622

You must become a member to participate in a poll. [Register now!](#)

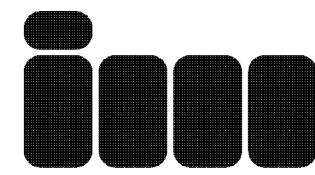
Today's Staff Picks

-  [God of War 2 - Intro](#)
-  [Matisyahu: Jerusalem](#)
-  [Wedding Thriller Dance](#)
-  [Blades Of Glory - Trailer](#)

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Block Savvy

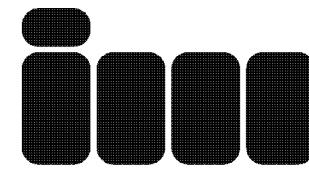


<http://www.blocksavvy.com>

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>

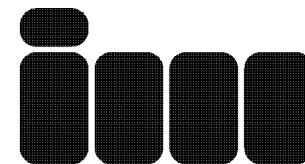
<http://bcgoodiebag.com/2007/03/21/more-blades-of-glory-clips/>

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

The screenshot shows the homepage of [Blog Critics](http://www.blogcritics.org). The header features the **BC** logo and the tagline "A SINISTER CABAL OF SUPERIOR WRITERS". Below the header is a navigation menu with links to Music, Culture, Sci/Tech, Books, Politics, Sports, Gaming, Tastes, Desicritics, GlossLip, Goodie Bag, and BC Forums. A "BC Network Premium" section offers advertising. The main content area highlights "Blogcritic of the Month" (Jon Sobel) and "Blogcritic of the Day" (Cristofer Gross). Below these are several news items: "TV" (Nicholas Stix on *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 *Life, Death, and Cult of John Belushi*, *mental_floss* Question of the Day: *Who Invented the Office Cubicle?*, Parent and Sexy Adult, Ann Haginan 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 E-Movie of the Week - *Rectuma*); "Desicritics" (Zainub Razvi on *Civic Responsibility in Pakistan*); and "BC Audio/Video Goodie Bag" (Anna Creech - *Blades of Glory*, Roger Waters). The right sidebar contains a PRWeb feed with headlines from various companies.

Blog Critics/BC Goodie Bag continued...



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:

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- Movie Trailer (16)
- Music Video (48)
- News (8)
- TV Preview (3)
- Uncategorized (1)

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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**

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- Contest (5)
- Game (2)
- Image (10)
- Movie Clip (5)
- Movie Trailer (19)
- Music Video (56)
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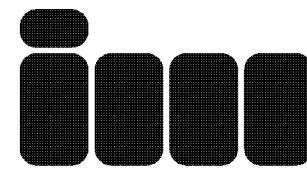
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TOTAL RECALL
New Release

ICED Media 2007 Confidential

20

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

Bolt

expand your world.

King

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"Blades of Glory" - Will Arnett and Amy Poehler Added: March 22, 2007

Will Arnett and Amy Poehler discuss their upcoming film "Blades of Glory" in this interview.

Thatsfunny

Tags: comedy [x] Funny [x] humor [x] blades of glory [x] Will Ferrell [x] (More)

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Albums:

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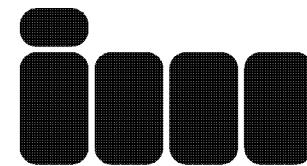
Check It Out!

- Have Opinions? Express yours and read others in the Bolt Forums!
- Send Text Messages Schedule text messages to your friends for free!
- Bored? Make it yours. Personalize your cell in seconds!

Cool

- Thatsfunny
- Kingston

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

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LATEST VIDEO PICKS [See more videos](#)

 **Cool Stop Motion Head Shaving**
Submitted by: [johnnydarkko](#) | 4 minutes ago
I wouldn't 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)

 **Blades Of Glory**
Submitted by: [Avon_Barksdale](#) | 10 minutes ago
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)

 **World Record Ski Jump**
Submitted by: [thedjams](#) | 11 hours ago
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)

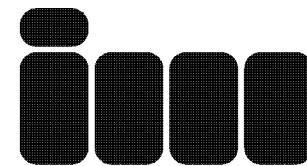
UFC **SATURDAY, MAR 3RD** [CLICK TO VISIT SITE](#)

 **UFC 68: The Uprising** 
Submitted By: BreakStaff

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Break continued...



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"Blades of Glory" trailer

DREAMWORKS PICTURES PRESENTS

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RELATED TAGS: Funny Sports Comedy Will Neacoleon Dynamite Humor Anchorman Blades Jon Ferrell Heder

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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 Farrell Sex Pushups
Will Farrell sex pushups from upcoming film, Blades of Glory.

831 0 2 days ago videos Humor

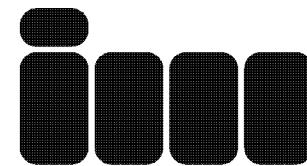
"Blades of Glory" - Will Farrell Singing
Will Farrell sings Aerosmith.

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

The screenshot shows the Broadcaster website interface. At the top, there is a navigation bar with links for 'HOME', 'VIDEOS', 'PEOPLE', 'NEWS', and 'TOOLS'. Below the navigation bar is a search bar with the placeholder 'Search: Videos All Music All Movies'. The main content area features a video player for a clip titled 'Blades Of Glory - Skate Your Tits Off'. The video player includes a play button, a progress bar showing '00:02 / 00:06', and a rating scale from 1 to 5. Below the video player is a 'RATE THIS VIDEO' section. To the right of the video player is a 'Related Videos' sidebar. The sidebar lists five video thumbnails with their titles, views, and ratings:

Video Title	Views	Rating
Stay Off the Pole	283	★★★★★
Hey Ya	3059	★★★★★
Hard Gay and Social Improvement 2 Japanese TV Show	700	★★★★★
Quitting Time (2003, Michael Fox)	230	★★★
My dad is a boxer!	220	★★★★★

Bumpshack

<http://www.bumpshack.com>

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

300,000 unique readers per month

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

BumpShack.com
Where the News Always Bumps

Beauty & The Geek
watch *Beauty & The Geek* new Season
weeknights at 8/7c
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Hire Celebrity Speakers
We book top celebrities guaranteed to
make your event a success!
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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.

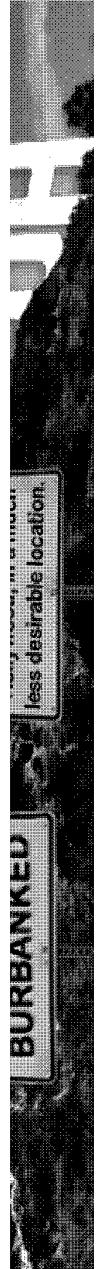
Burbanked

<http://burbanked.com>

<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



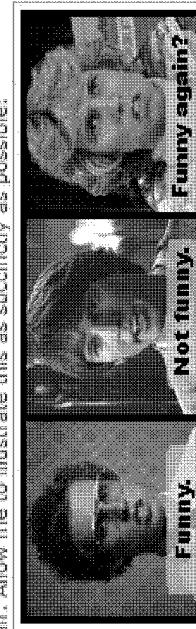
Jon Heder should be glad he's wearing a wig again in *Blades of Glory*.

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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- [Movie Marketing 101](#)
- [Movies](#)

Buzzsugar

<http://www.buzzsugar.com>

<http://buzzsugar.com/109719>

300,000 unique readers per month

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

The screenshot shows the Buzzsugar homepage. At the top, there's a large, semi-transparent image of two people, likely Amy Poehler and Will Arnett, in a dynamic pose. Below this, the Buzzsugar logo is prominently displayed. The navigation bar includes links for Entertainment Hourly, Celebrities, Fashion, Entertainment, Food, Health, Tech, Humor, Advice, and Community. The main content area features a video thumbnail for "Movie Preview: Blades of Glory" with a play button icon. Below the video, the text "27 min 51 sec ago by BuzzSugar" is visible. To the right of the video, there are several sidebar modules: "Help Me, Help You!" (with a survey link), "SugarRush" (with a link to a live chat), "New SugarChat!" (with a link to a live chat), and a "Top Stories" section with a thumbnail image of a person in a floral dress.

ENTERTAINMENT HOURLY

BUZZSUGAR

CELEBRITY FASHION ENTERTAINMENT FOOD HEALTH TECH HUMOR ADVICE COMMUNITY

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Help Me, Help You! Take our BuzzSugar survey and help us make better stuff.

SugarRush Get your fix with real-time comment streaming from across the network.

New SugarChat! Chat live with Buzz every Monday & Friday at 9:30 am Pacific / 12:30 pm Eastern.

Top Stories

<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

EDITORIALS

CanMag Search

CanMag Blogs

CanMag Community

REVIEWS

Infernal Affairs Trilogy [DVD]

Alexander Revisited [DVD]

Dixie Chicks - Shut Up & Sing [DVD]

South Park (S9) [DVD]

Host

Breach

All Reviews

TOP FILMS

Spider-Man 3

Transformers

Ghost Rider

Harry Potter and the Order of the Phoenix

300

Indiana Jones 4

Pirates of the Caribbean: At

LATEST HEADLINES

Zodiac Photo Album #2

New batch of stills now available.



Movie Pics

Go Tiny Go Tiny Go
Animated gifts for a Meet
the Robinsons character who isn't so
tiny.

Movie Stills



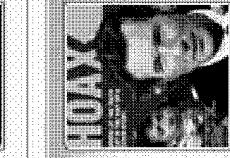
Movie Interviews

Dilly Bob Thornton
Aims for the Stars as
an *Astronaut Farmer*
His new film drops the
alcohol to reach for the
stars.



Movie Previews

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



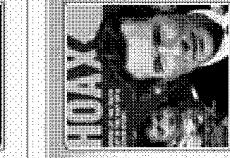
Movie Posters

DVD News

Infernal Affairs
Extravaganza
Nothing beats the original.



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



Movie Clips

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



Movie Posters

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

