

# **Rubin Reply Exhibit 7 continued**



# Can't Stop The Bleeding

<http://www.cantstopthebleeding.com>

<http://www.cantstopthebleeding.com/?p=9015>

65,000 unique readers per month

Blades trailer link posted in blog entry about site not wanting to post trailer link

## Can't Stop The Bleeding

01.23.07 | A Whole (Ronnie) Lott Of Love

Posted In Gridiron, Cinema, The Mailbag, Internal Affairs at 8:00 PM by GC

From: Jim VanBlaricum

Date: January 23, 2007 6:26:58 PM CST

To: info@cantstopthebleeding.com

Subject: Blades of Glory

Hey guys,

We're working the new Will Ferrell / Jon Heder comedy "Blades of Glory," we'll have a lot more content in the coming weeks but just wanted to give you this first trailer... thought it might work for your site because of the sports angle (granted, it's figure skating, but it's Will Ferrell figure skating).

Please let me know if you can do anything with it on CSTB. Thanks!

"Blades of Glory" Trailer

<http://www.youtube.com/watch?v=fM4yekPo3w>

- Jim VanBlaricum  
Project Manager, ICED Media

Dear Jim,

Thank you. It is terribly flattering that you'd like CSTB to provide free publicity for this motion picture, while other websites that don't love figure skating nearly as

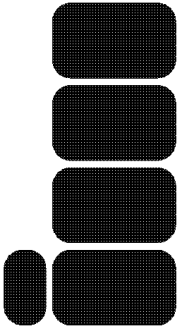
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- Football
- Hockey
- Lower Education
- Gridiron
- Food
- The World Of Entertainment
- Free Expression
- Asexual Advocacy
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- Boxing
- Cats
- Dolls
- Medical Science
- Technical Difficulties
- Fashion
- The Internet
- Mob Behavior
- Shmopics
- Parental Responsibility



# The Celebrity Café

<http://www.thecelebritycafe.com>

<http://thecelebritycafe.com/downloads/Detailed/352.html>

4,700,000 unique readers per month

Blades webisode 2 streams featured on home page of entertainment site

Blades prize pack giveaway live on home page of entertainment/celeb site



Feel free to stretch out. We now have the most legroom in coach.  
Sincerely, jetBlue  
AIRWAYS

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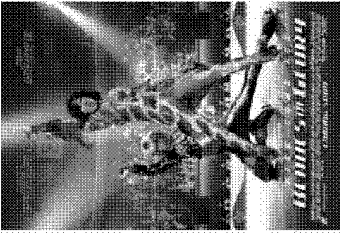
Advertising

Links

Refer A Friend

Contests

Win one of three Blades of Glory Prize Packs



Enter to win one of three "Blades of Glory" prize packs! Three lucky winners will be chosen to receive exclusive "Blades of Glory" gear, including a limited-edition cereal box containing real cereal.

Weekly News Alert

Enter e-mail add:

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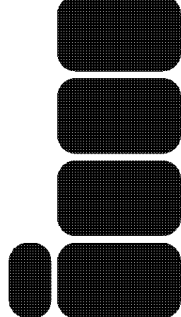
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| Pope John Paul II DVD                      |
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| Lisa Palleschi: Learning How To Love Again |
| "Blades of Glory" - Webisode 2             |
| National Lampoon's Spring Break Trailer    |
| Shannon Moore - Quicksand                  |
| Air Guitar Nation                          |



# Cinema Blend

<http://www.cinemablend.com>

<http://www.cinemablend.com/previews/Blades-of-Glory-1979.html>

200,000 unique readers per month

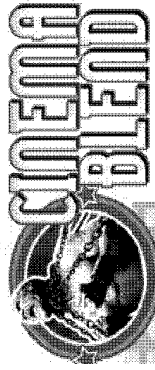
Exclusive Blades clip ("trained monkey") featured on home page of movie site

Clip featured in homepage "Movie Previews" section as part of main "Blades of Glory" preview, as well as link in "News" section on sidebar

Chazz podcasts featured in home page news section of movie site

The screenshot shows the Cinema Blend website interface. At the top is a navigation bar with links: NEWS, REVIEWS, UPCOMING, DVD, DVD NEWS, PODCAST, FEATURES, FORUMS, HOME, and a search bar. Below the navigation bar is a large header area with the site logo and a main content area. The main content area is divided into several sections: "NEWEST MOVIE REVIEWS" featuring "Ghost Rider" and "Blades of Glory", "NEWEST DVD REVIEWS" featuring "School for Scoundrels", and "UPCOMING MOVIE" featuring "Tickle Your Brain". There are also sections for "IQ QUESTION", "Ads by Google", and "More Review Of". The "Blades of Glory" review is highlighted, mentioning the film's premise and the cast. The "School for Scoundrels" review mentions the film's premise and the cast. The "Tickle Your Brain" review mentions the film's premise and the cast.

# Cinema Blend continued...



- main menu
- NEWS
- REVIEWS
- UPCOMING
- DOD
- DOD NEWS
- PODCAST
- FEATURES
- FORUMS
- HOME
- other

**CONTEST: Free Stuff From Blades Of Glory**  
**By Josh Tyler: 2007-03-07 16:54:21**

Ads by Google

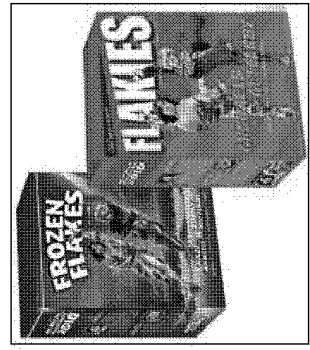
**Fusion™ Phantom Sweeps**  
 You could Win a Dodge Charger plus instant-win prizes from Gillette®. Armed2Charm.com

Our annual dose of Will Ferrell hilarity is fast approaching. *Blades of Glory* hits theaters on March 30th. To celebrate, we're giving you the opportunity to eat Will Ferrell.

The folks from *Blades of Glory* have provided us with a really cool prize pack from the film to give away to one of you, and in addition to the usual movie poster, CD, and t-shirt it includes a box of Will Ferrell cereal. No really. They've sent me a box already. It's so weird... it's really cool.

We're ready and willing to spread the weirdness. If you don't win the prize pack, we'll pick two runners up who will get boxes of cereal, minus the t-shirt and other great *Blades of Glory* stuff. To win, Send an e-mail to **contest (at) cinemablend.com** with the words "MADE WITH 110% PASSION" in the subject line. We'll randomly select a winner from the entries. It's just that simple.

**Additional rules:** Winner must live within the United States (sorry international friends, we just can't afford the shipping). CinemaBlend staff are not eligible for entry. No purchase necessary. Contest ends April 1, 2007. If you don't follow directions you won't win, even if you send me a sob story about how you're disabled, or have 15 children, or frittered away all your money on hookers and beer and you deserve to win one more than anyone else because your life sucks (you people know who you are). Well our life sucks too and we're not getting free stuff! So keep all that to yourself.

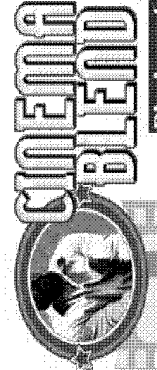


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 in 75% of PG-13 movies

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**SMOKING**

influencing 300,000 new teen smokers each  
 R-rated smoking to R-rated  
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Ads by Google   Film Review Movie   Movie Rating   Movie Critic   Film Critic



- main menu
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- UPCOMING
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- DOD NEWS
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CHRISTINA RICCI  
**THE GATHERING**

BUY ON 1/3

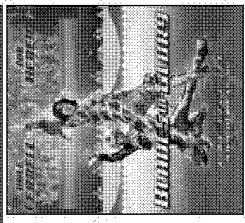
Ads by Google   Movie Review Trailer   Movie Critic   Movie Talk   Film Trailers   Film Recomm

**Blades of Glory - Preview**

**Preview Images Video More Info Discuss It**  
**Distributor:** DreamWorks Pictures  
**Release Date:** 2007-03-30

**Starring:** Will Ferrell, Jon Heder, Will Arnett, Amy Poehler, William Fichtner, Jenna Fischer, Romany Malco, Nick Swardson, Rob Corddry, and Craig T. Nelson

**Directed by** Will Speck & Josh Gordon  
**Produced by** Ben Stiller, John Jacobs, Stuart Cornfeld  
**Written by** Jeff Cox & Craig Cox and John Altschuler & David Krinsky



Reviewed by Josh Tyler : 2007-01-12 03:43:32

## THE RUNDOWN

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.

**EXCITE-O-METER**





## Cinema Blend continued...

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### BEHIND THE MASK

THE NEWTON LEEER VISION

Ads by Google    Movie Review    Film Review    Critic Movie Rating    Video Review    Cinema

#### Will Ferrell's Thoughts On Glory

By Josh Tyler: 2007-03-20 18:32:52

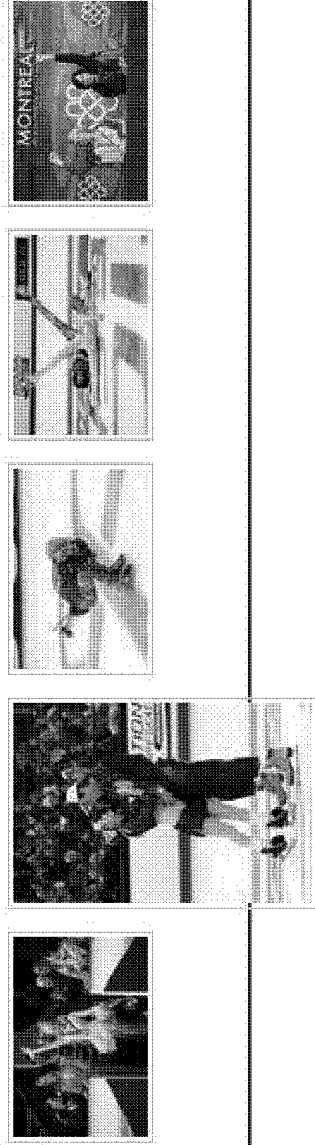
Ads by Google

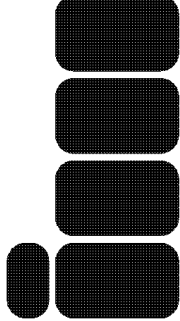
"Shooter". See the Trailer  
A Marine Sniper Is Framed Trying To Kill The President. Out Tomorrow  
ShooterMovie.com

*Blades of Glory* seems to really be embracing the whole internet marketing thing. Every week they release a new batch of hilarious clips related to the film. The best thing about it is, that since *Blades* is made using Will Ferrell's random improvisational style there's no reason to worry that you're seeing the funniest bits from the film. Most of these probably won't even be in the movie.

They've just sent us a new batch of *Blades of Glory* clips, this time focused on Chazz Michaels (Will Ferrell) thoughts on glory. Watch them all, and laugh your ass off, below:

### Thumbnails Gallery for Blades of Glory





# Cinema Confidential

<http://www.cinecon.com>

<http://cinecon.com/news.php?sid=298>

Site stats pending

Blades trailer featured on home page of movie site



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www.cinecon.com

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CONSTRUCTION!



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LAMP  
PRESENTS**



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Happens!**

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Now!

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Dear CG Readers: We are currently testing the new Cinema format. Please stay tuned

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[Trailers](#)

\* - coming soon

[FORUMS](#)

[ARCHIVES](#)

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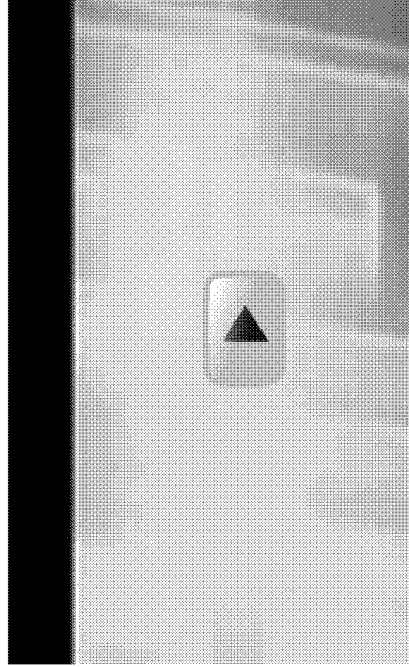


## "Blades of Glory" trailer

POSTED 01/18/2007 AT 5:28 PM ET

CATEGORIES: [News](#), [Trailer](#), [Comedy](#)

If you haven't checked out the hilarious trailer for "Blades of Glory" starring Will Ferrell and Jon Heder ("Napoleon Dynamite"), click on the YouTube play button below to check it out. (Oh yeah, that cute chick from "The Office" Jenna Fischer is in the movie, too).



**WINNER - BEST FILM OF THE YEAR**  
THE NATIONAL SOCIETY OF FILM CRITICS

**ON OVER 125 TOP TEN LISTS!**



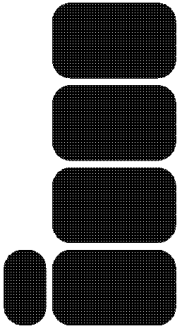
**PAN'S  
LABYRINTH**

**NOW PLAYING IN SELECT CITIES  
EVERYWHERE ON FRIDAY**

### MOST RECENT POSTS

- "Blades of Glory" trailer
- New "Hot Fuzz" trailer
- JJ Abrams and William Shatner on "Star Trek XI"
- Johnny Depp picks up rights to Litvinenko story





## CitySearch/Ticketmaster

<http://www.citysearch.com> (banners in rotation)

<http://www.ticketmaster.com> (banners in rotation)

Contest banners are running on ticketmaster.com and citysearch.com

**CitySearch** Best of CitySearch New to CitySearch? Sign Up! Sign In

ENTER FOR A CHANCE TO WIN A FIGURE SKATING OUTFIT FROM **BLADES OF GLORY** In Theaters 3/30

**CitySearch** SEARCH CitySearch Web Address, City & State, or Zip | Search by name only | Search by name only

**New York Movie Theaters and Showtimes** Welcome to CitySearch's New York movie theaters and showtimes guide

**Hottest Tickets in Town** Find movie theaters, reviews and showtimes for films playing in your city. With 330 seating the nation's box offices on fire its opening weekend, critics had their own thoughts. What did you think? Was it "...the Citizen Kane of cinematic graphic novels" or "...little more than a video game on the big screen"? Share your thoughts by writing your own review.

**Blades of Glory** Will Ferrell and Jon Heder play figure skating competitors banned from the sport for life who come to realize their only way back is to team up—in the pairs' competition

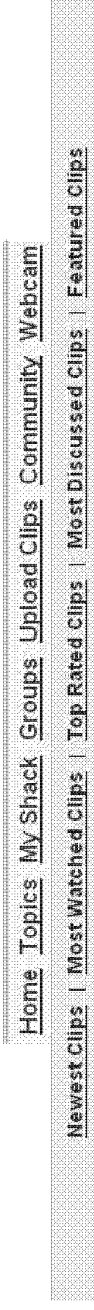
**match.com** IT'S OKAY TO LOOK New to match.com? CONTACT HIM NOW! Get CitySearch info from your mobile phone. Click here to find out more.

**AMC Empire 25** (8.41 miles) Get discount movie tickets

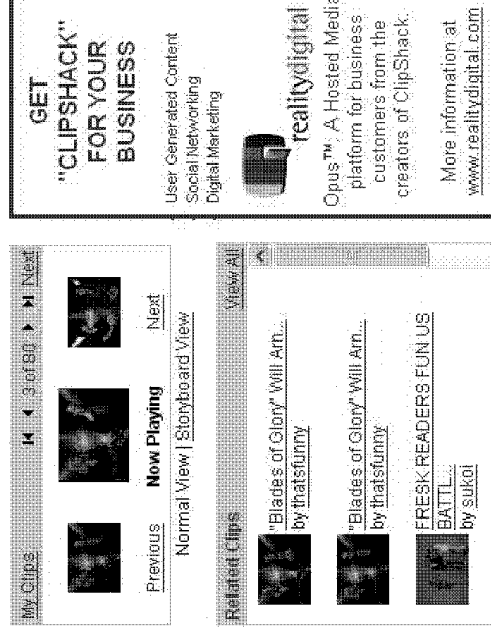


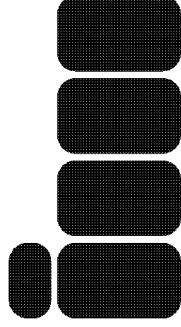


26 clips uploaded to site  
Over 71,100 views thus far



Will Arnett and Amy Poehler discuss their upcoming film "Blades of Glory," in theaters March 30.





## College Club

<http://www.collegeclub.com>

<http://www.collegeclub.com/entertainment>

<http://www.collegeclub.com/article/view/3603>

Blades trailer and clip feature



**ENTERTAINMENT**  
MUSIC REVIEW  
**Hollywood Hustler**  
Take a stroll down Hollywood Boulevard with Mickey Avalon -- the face of glam-rap.

**> MOVIES / DVDS / TV**

**A Duet With Drew**  
Is Drew the next actress-turned-singer? Find out, and get the scoop on her new flick, *Music & Lyrics*!

**> GAMES**

**Blades of Glory**  
Lace up your skates, put on your Spandex, and check out clips from this hilarious flick!

**> MUSIC**

**Bastards of the Party**  
Director Ole Sloan documents the heated history of the rise of the B-Boys and the Crips.

**MORE ENTERTAINMENT**

**ENTERTAINMENT** | **FEATURE**  
E-MAIL THIS PAGE | ARCHIVE



**Blades of Glory**  
**Preview**  
Lace up your skates, put on that Spandex, and get ready for *Blades of Glory*!

**"Baby Back Ribs"**

# College Humor

<http://www.collegehumor.com>

4 different Blades clips are featured on the site

The screenshot shows the CollegeHumor website with a search bar at the top. Below the search bar, there are four search results for "Blades of Glory". Each result includes a video thumbnail, the title "Blades of Glory" - Skate Your T\*ts Off", the description "Clip from the upcoming Will Ferrell ice-skating comedy 'Blades of Glory,' in theaters March 30.", and the source "From thatsfunny". The results are dated "3 days ago".

Search results for 'blades of glory'  
4 total items, updates, schools, and users found

4 Items 0 Pictures 4 Videos

3 days ago  
"Blades of Glory" - Skate Your T\*ts Off  
Clip from the upcoming Will Ferrell ice-skating comedy "Blades of Glory," in theaters March 30.  
From thatsfunny  
0 likes

3 days ago  
"Blades of Glory" - Baby Back Ribs  
Clip from the upcoming movie, "Blades of Glory", starting Will Ferrell. In theaters March 30.  
From thatsfunny  
0 likes

3 days ago  
"Blades of Glory" - Will Ferrell Singing  
Will Ferrell sings Aerosmith.  
From thatsfunny  
0 likes

3 days ago  
"Blades of Glory" - Will Ferrell Sex Pushups  
Will Ferrell sex pushups from upcoming film, "Blades of Glory."  
From thatsfunny  
0 likes

The screenshot shows the CollegeHumor website with a video player. The video title is "Blades Of Glory" - Skate Your T\*ts Off". The description is "Clip from the upcoming Will Ferrell ice-skating comedy 'Blades of Glory,' in theaters March 30. From thatsfunny on Feb 27, 2007". The video player shows a scene from the movie. Below the video player, there are social media sharing options: Embed, Comment, Share on Facebook, and Send to a Friend. The video player also has a search bar and a "go" button.

CollegeHumor

"Blades Of Glory" - Skate Your T\*ts Off  
Clip from the upcoming Will Ferrell ice-skating comedy "Blades of Glory," in theaters March 30.  
From thatsfunny on Feb 27, 2007

Search go

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Celebrity Gossip  
Jacked.net  
SaveManny  
Dump The Link  
Hottest Girl Fantasy  
For Experienced Men  
Nice Will Will Dude  
MAXIM Girl-o-the-Day  
Funny T-shirts  
Family Guy Clips  
Mafia Game  
Cool Discounts  
Spring Break Contest  
(your link here)

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Wamu



<http://ccinsider.comedycentral.com>

[http://ccinsider.comedycentral.com/cc\\_insider/2007/01/video\\_blades\\_of.html](http://ccinsider.comedycentral.com/cc_insider/2007/01/video_blades_of.html)

Trailer, 3 clips posted to home page of CC Insider blog  
Contest linked from home page

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# INSIDER

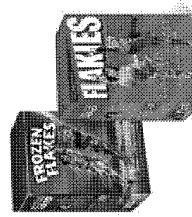


Search the Comedy Central insider

Google search

<< PREVIOUS MAIN NEXT >>

## Blades of Glory Contest



The delightful b-holes over at *Junkiness (Ed: of which Matt is one)* are running a contest to promote the new Will Ferrell/Jon Heder movie *Blades of Glory*.

By voting for [this post](#) on Digg, you're automatically entered to win a prize pack that includes a poster autographed by the cast, a t-shirt and the soundtrack CD. Two runners up will each get a pair of the limited-edition *Blades of Glory* cereal boxes you see to your left.

If you're still not excited about this movie, check out [this previous post](#) featuring three clips from the flick, or watch the one below, or click past the jump for a couple more.



### INSIDER HOME

We are comedy nerds.  
Unearthling funny sh\*t,  
and worshipping comedians as the celebrities they are.

### SEND US A TIP

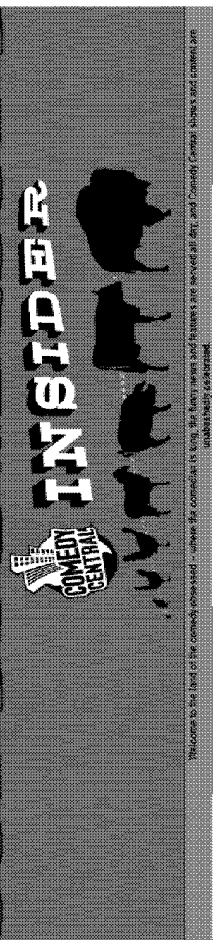
### TOP STORIES

**Legends of the Fall-Guy Stephen Colbert: The Man, The Fox, The Chop**  
**COMEDY CENTRAL GERMANY IS AWESOME**  
**The Return of Patton Oswalt Dot Com!**  
**South Park in Rolling Stones Prankin', Punkin' and Pussing**

### TAGS

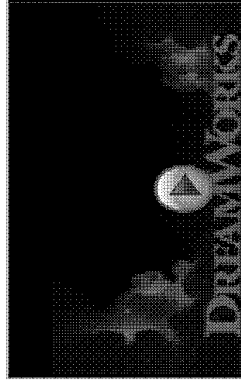
Absurd Political Predictions That Do Not Belong Here  
**Incider!** CC Pumpin'  
Christian Filmings  
Canadian Sightings  
Canadian's Whatnots  
Comedians at Comedy  
Comedy Central Mailbag  
Comedy Central Podcasts  
Comedy Central Rocks  
Comedy Finds We Only Report On  
Comedy Goats  
David Cross  
David Koechner  
Daniel Martin  
Dog Bites Man  
Dr. Katz  
Down Together  
Drinking Games  
Ecards  
Engine Woman  
Fox News  
Honey's Show  
Frank Show  
**Funny Internet Thing**  
Games  
Improvisation  
In the Name of Comedy  
Julia Klavner  
Kushel  
Mental Blackout  
Mistaken Entree

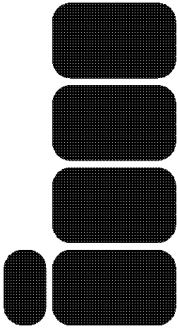




The latest in a recent string of goofy sports movies, *Blades of Glory* finds a pair of male figure-skaters learning up to compete as a couple. On the one hand, it's got Jon Heder, who has worn out his welcome worse than a bad case of crabs—as opposed to a good case of crabs, of like pets. And he is intentionally trying to look like a troll (even Wilson's far out says, "mavavavav").

On the other hand, Will Ferrell appears to be doing the Will Ferrell thing pretty well, with the deadpan and the goofy delivery and the flaxin' and the lay-diast! Anyway, judge for yourself.





Cracked

<http://www.cracked.com/index.php>

<http://www.cracked.com/index.php?name=News&sid=1783>

700,000 unique readers per month

Home page feature with 6 different Blades videos

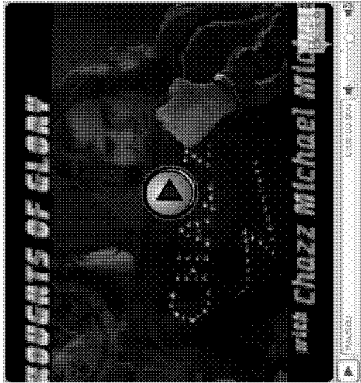


CRACKED.COM

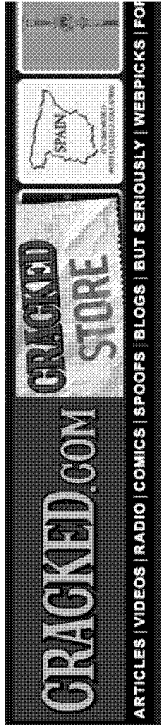
## 6 Clips from Blades Of Glory

By ICED Media      Send      Print

Chazz Michael Michaels (Will Ferrell) tells you why he skates. Not surprisingly, it involves a Panther.



Stranz and Fairchild (Will Arnett and Amy Poehler) impart some Biblical knowledge on that ass:



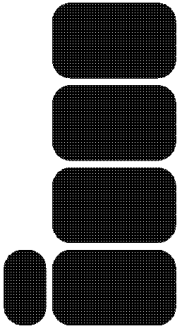
CRACKED.COM | VIDEO | SCREEN

## Trailer for Blades of Glory

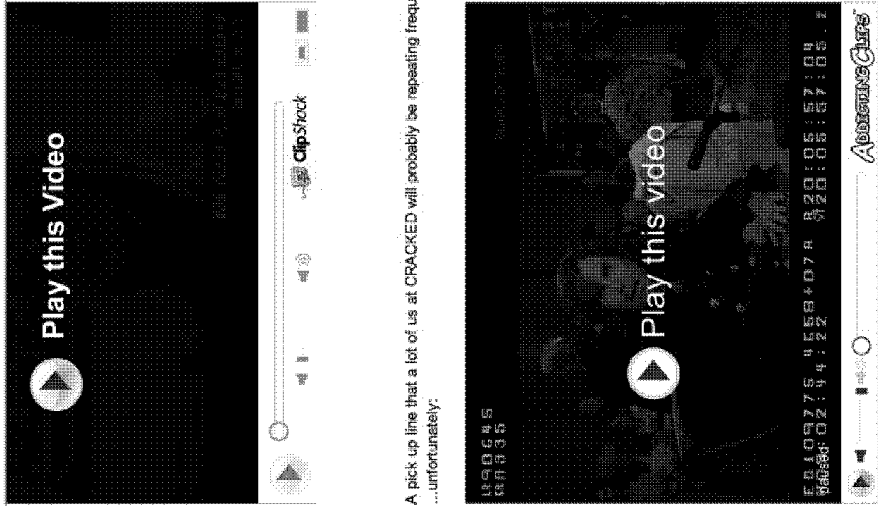


Send



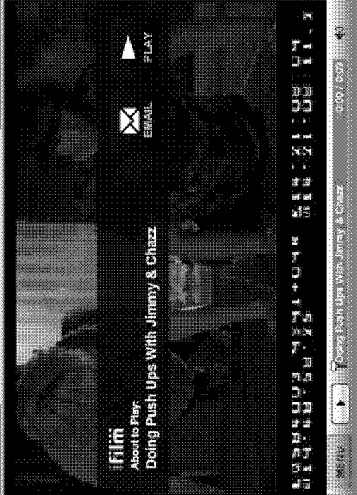
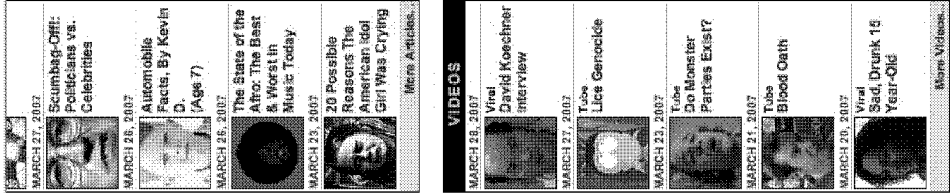


# Cracked continued...

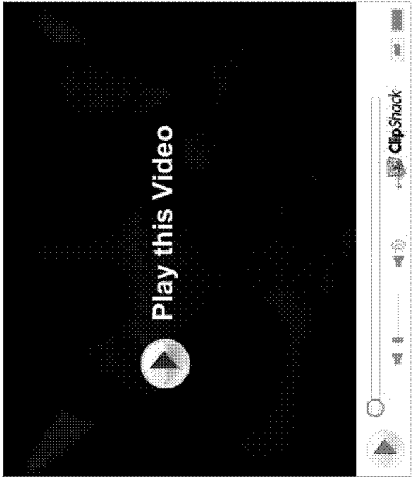


A pick up line that a lot of us at CRACKED will probably be repeating frequently in coming months ...unfortunately:

Ferrell shows us how push ups are done where he comes from:



Will Ferrell and Jon Heder talk about Ferrell's deliciously marbled muscle in a publicity interview:



Amy Poehler and Will Arnett talk about the importance of Marky Mark and his Funky Bunch to their marriage in this interview:



Crave Online continued...

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THE ALL NEW GRINDHOUSE TRAILER

Who is Your Soul Mate?

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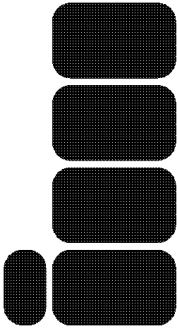
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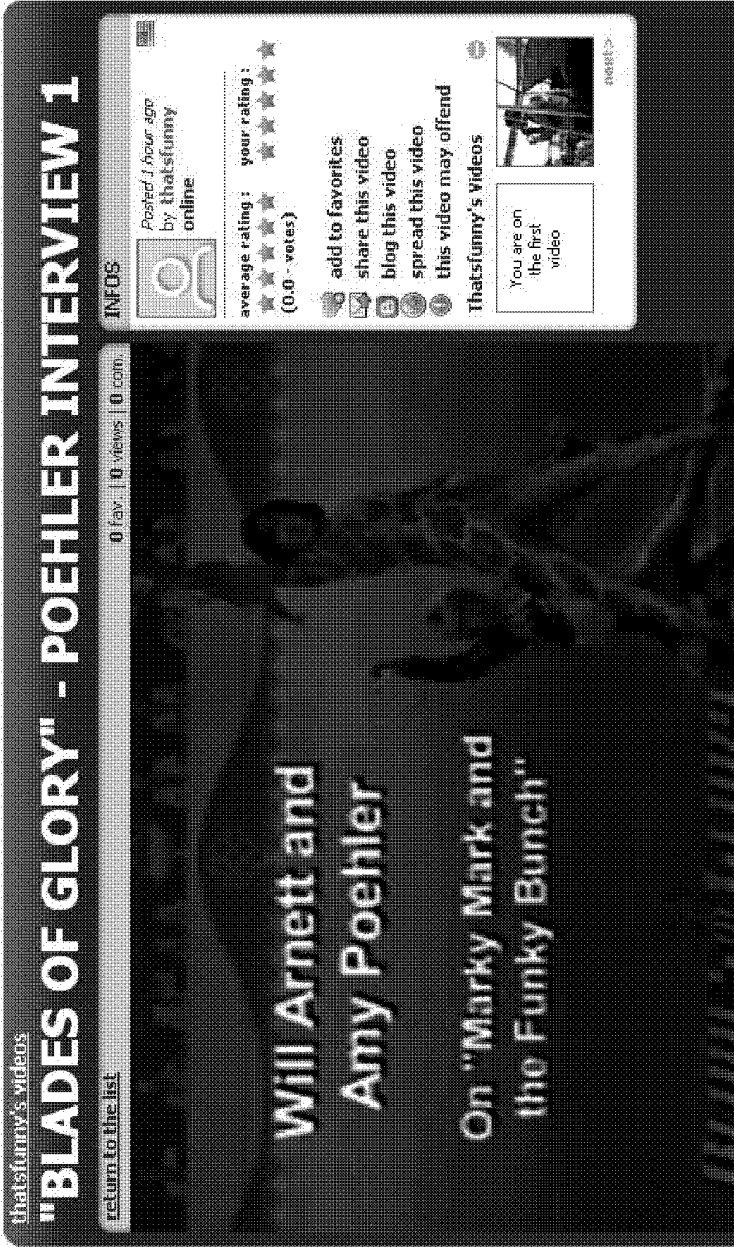
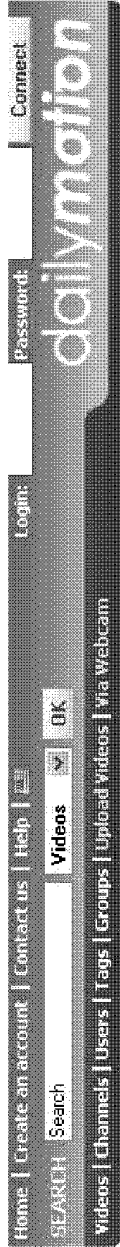


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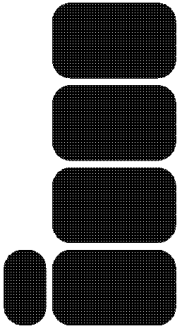
[http://www.dailymotion.com/video/x10gts\\_blades-of-glory-trailer](http://www.dailymotion.com/video/x10gts_blades-of-glory-trailer)

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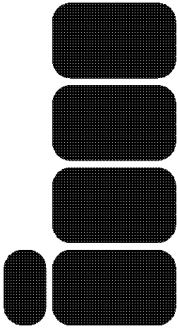
Blades of Glory -  
Skate Your Tits Off  
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## Dead Spin

<http://www.deadspin.com>

<http://deadspin.com/sports/leftovers/leftovers-a-tortured-eagle-229666.php>

*Site stats pending*

Blades trailer feature from With Leather linked from home page of Gawker-network sports blog

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