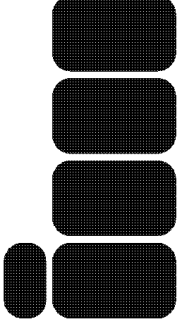


Rubin Reply Exhibit 7 continued



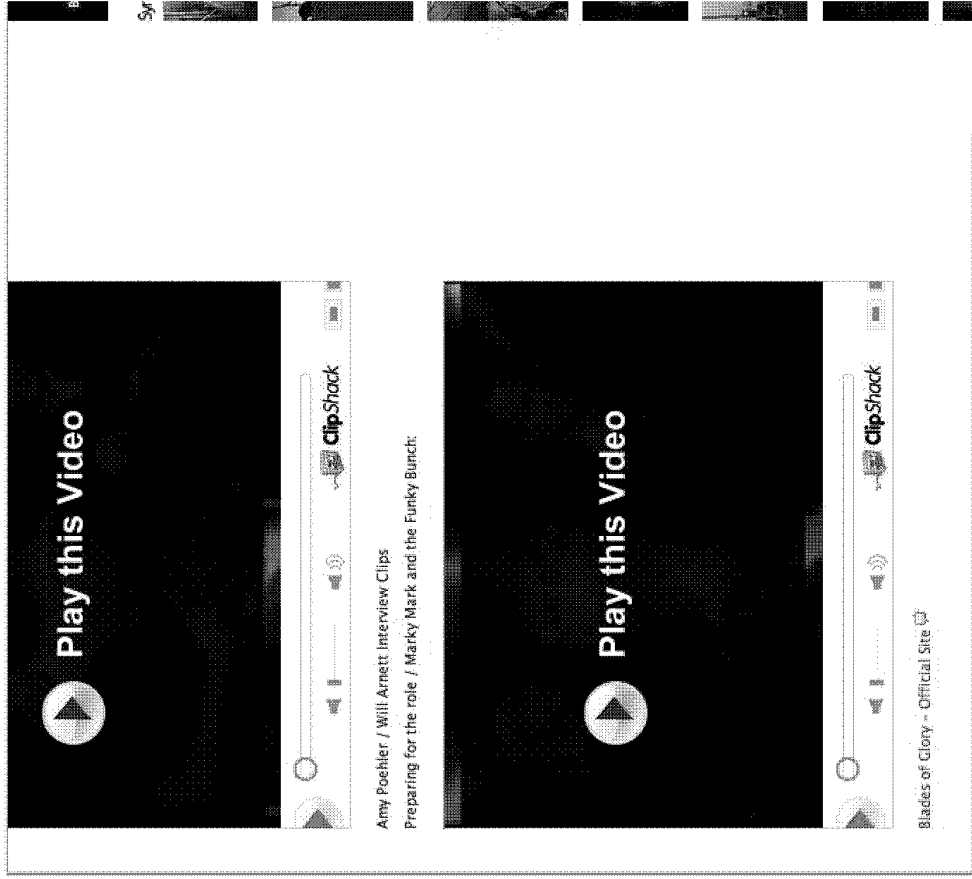
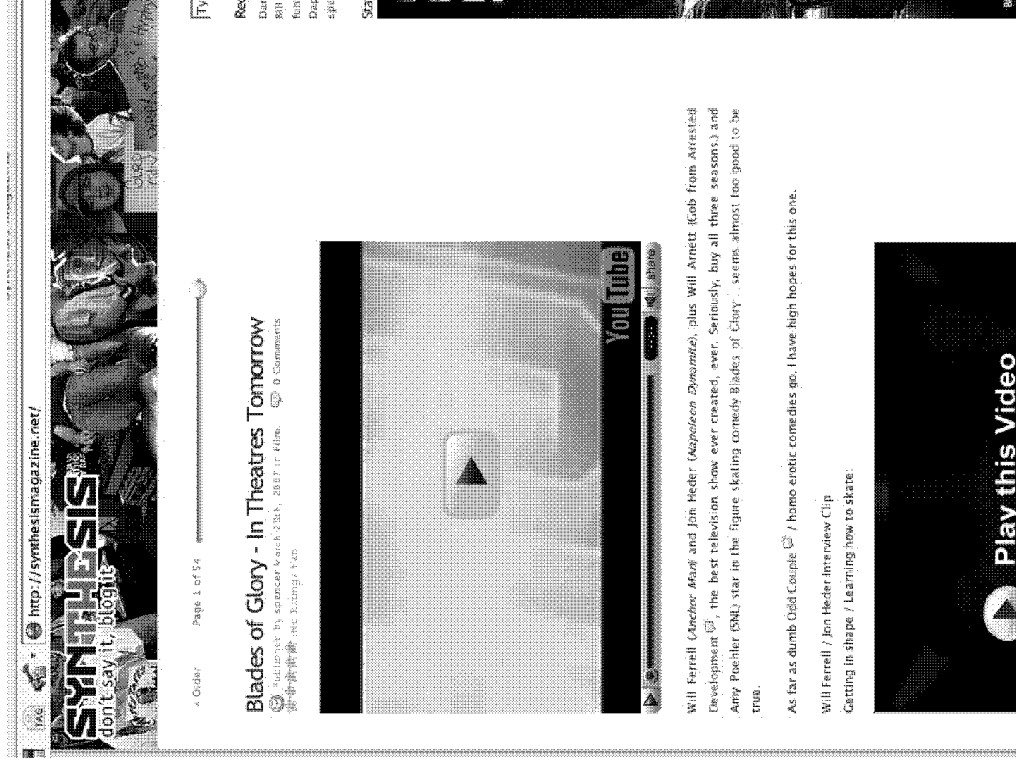
Synthesis Magazine

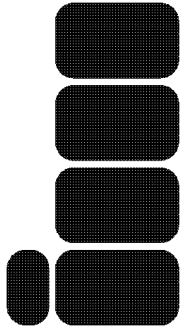
<http://synthesismagazine.net/>

<http://www.synthesismagazine.net/2007/03/29/blades-of-glory-in-theatres-tomorrow/>

800,000 unique readers per month

Home page feature includes 3 Blades clips and promotes release date





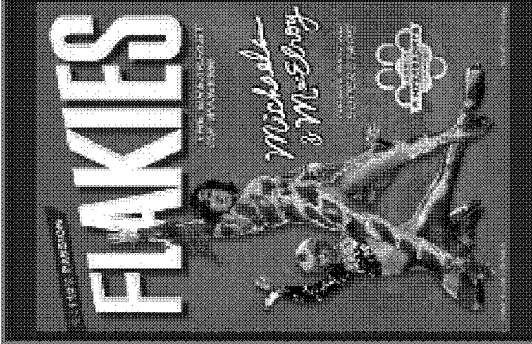
Tastes Like Chicken

<http://www.tlchicken.com>

http://www.tlchicken.com/cornerstone_promo.php

450,000 unique readers per month

Blades trailer and still image featured in A/V Exclusives section of entertainment/humor site



CONTEST: Blades Of Glory

WHAT YOU WIN:

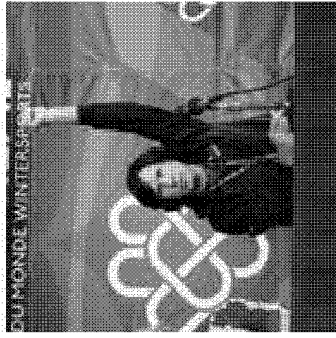
- Box of "Flakies" cereal
- Soundtrack
- Poster

HOW MANY WINNERS:

- Two

CONTEST ENDS:

- May 31st, 2007



Blades Of Glory

Trailer for *Blades Of Glory*.

LAUNCH TRAILER

Teen Hollywood

<http://www.teenhollywood.com>

<http://www.teenhollywood.com/video.asp>

2,000,000 unique readers per month

Trailer featured in "Trailers/Videos" section of teen-oriented movie site

Blades giveaway contest live on front page of contest section

[News](#)
[Interviews](#)
[Reviews](#)
[Movies](#)
[Pictures](#)
[Celebs](#)
[Trailers](#)
[Contests](#)
[Games](#)
[Chats](#)

[My Network](#)
[Home](#)
[Browse](#)
[Horoscopes](#)
[Journals](#)
[Promote](#)
[Quizzes](#)
[Scrapbooks](#)
[Surveys](#)
[My Profile](#)

[Sign Up FREE!](#)
[Sign In](#)

[Celebriety & Movies](#)
[Music](#)
[Television](#)
[Celebrity Sites](#)
[Teen Kids News](#)

Your location: [Home](#) > [Contests](#) > [Blades of Glory](#)

[Add by Google](#)
[Teen Love Quiz](#)
[Cool Teen Quizzes](#)
[Teen Personality](#)
[Teenage Girl Quizzes](#)
[Teensize Quiz](#)

Enter for your chance to win Blades of Glory Prizes!

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.

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

Blades of Glory in Theatres March 30th 2007

Prizes:
5 winners will receive:
 1 Autographed poster
 1 Blades of Glory soundtrack
 1 Blades of Glory Tee
 1 Blades of Glory Box of cereal

Don't miss out on your chance to win!

enter to win

[enter the contest](#)

[share this page](#)

[email this page](#)

ICED Media 2007 Confidential

Teen Television

<http://www.teentelevision.com>

<http://www.teentelevision.com/contests.asp>

<http://teentelevision.com/contests/1040/blades-of-glory.html>

1,500,000 unique readers per month

Blades giveaway contest live on front page of contest section

The screenshot displays the Teen Television website layout. At the top, a navigation bar includes links for Celebrity & Movies, Music, Television, Celebrity Sites, and Teen Kids. Below this is a member login section with fields for Member Name, Password, and buttons for Sign Up Free, Sign In, and Lost Password. A main menu bar offers links to News, Interviews, TV Shows, Pictures, Videos, Contests, Games, and Chats. The main content area is divided into several sections: 'My Network' with links to Home, Browse, Horoscopes, Journals, Promote, Quizzes, Scrapbooks, Surveys, and My Profile; 'Your location' with a Home link; 'Ads by Google' featuring a large image of Katherine Heigl; 'what's hot' with a link to 'Sons of Hollywood'; 'what's hot on tv' with a link to 'Bones'; 'Also worth watching' with a link to 'Bones'; 'poll' with a question about the new ABC Family series 'Love Wrecked'; 'contests' with a link to 'more contests'; 'latest news' with a link to 'Hudson Hits Back At Cowell'; and 'what's new' with a link to 'Scandalous Barba Voted Off Idol'.

Teen Television continued...



[Celebrity & Movies](#)
[Music](#)
[Television](#)
[Celebrity Sites](#)
[Teen Kids](#)

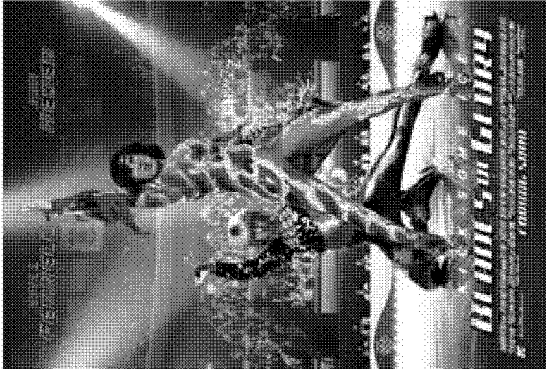
[News](#)
[Interviews](#)
[TV Shows](#)
[Pictures](#)
[Videos](#)
[Contests](#)
[Games](#)
[Chats](#)

[My Network](#)
[Home](#)
[Browse](#)
[Horoscopes](#)
[Journals](#)
[Promote](#)
[Quizzes](#)
[Scrapbooks](#)
[Surveys](#)
[My Profile](#)

Your location: [Home](#) > [Contests](#) > [Blades of Glory](#)

[Ads by Google](#)
[Teen Quizzes Sites](#)
[Teen Quiz Website](#)
[Teen Magazines](#)
[Teen flags](#)
[Aqua Teen Season 1](#)

Enter for your chance to win Blades of Glory Prizes!



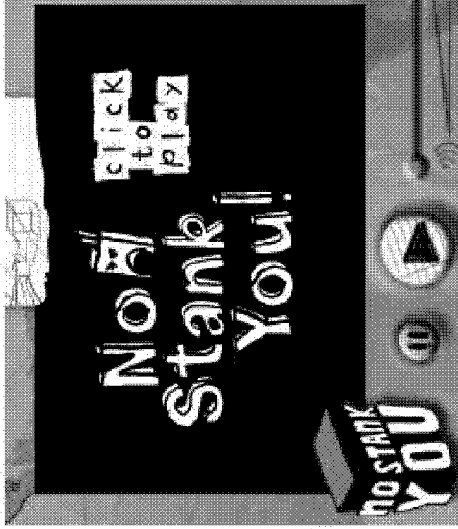
When rival figure skaters Chazz Michael Michaels (Will Ferrell) and Jimmy MacElroy (Jon Heder) go ballistic in an embarrassing, no-holds-barred fight at the World Championships, they are stripped of their gold medals and banned from the sport for life. Now, three-and-a-half years on, they've found a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

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

Blades of Glory in Theatres March 30th 2007

Prizes:

- 5 winners will receive:
- 1 Autographed poster
- 1 Blades of Glory soundtrack

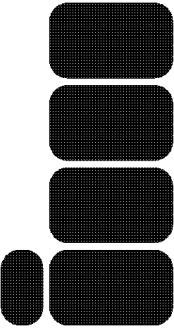


enter to win

[enter the contest](#)

share this page

[e-mail this page](#)



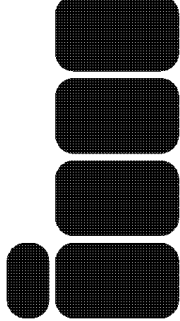
Total Fark

<http://www.totalfark.com>

3,000,000 unique readers per month

Various posts to Blades trailers on viral sites

(Some Large Spoon)		And now, angry ticks fire out of my nipples	(0)
		More than 1000 fish found dead & floating at popular fishing spot. Or as described by eyewitness "There were just s*** loads of them,"	(0)
(Some Guy)		Melli is so hot, you wouldn't care is she was smelli. (Not safe for work)	(0)
		Will Ferrell and Napoleon Dynamite Put On Tights, Skate. Hilarity Ensues	(0)
(playfuls.com)		Stop swallowing those condoms, there's a new mule in town. And she smuggling the cluck out of you	(0)
(Some Cannibal)		Here, let me give you a hand with those meatballs	(0)
Mon January 15, 2007, 18:00 hours:			# of Comments
(Some Litter Dad!)		Hey, modmins -- The "Why do we dress our daughters like skanks" link is unFarked again. Please give me my greenlight back	(17)



Touching All The Bases

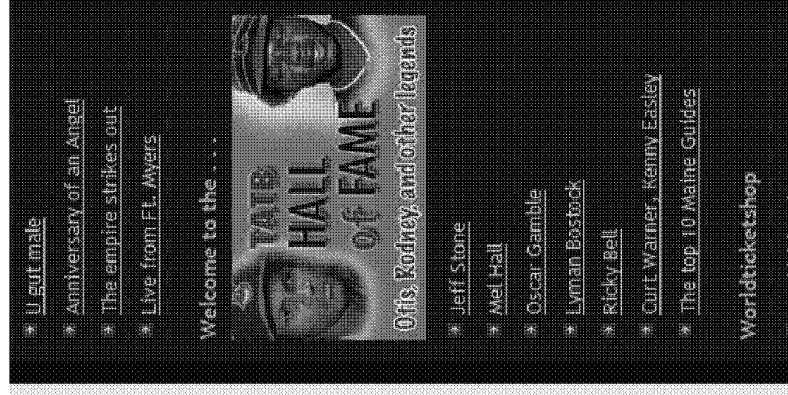
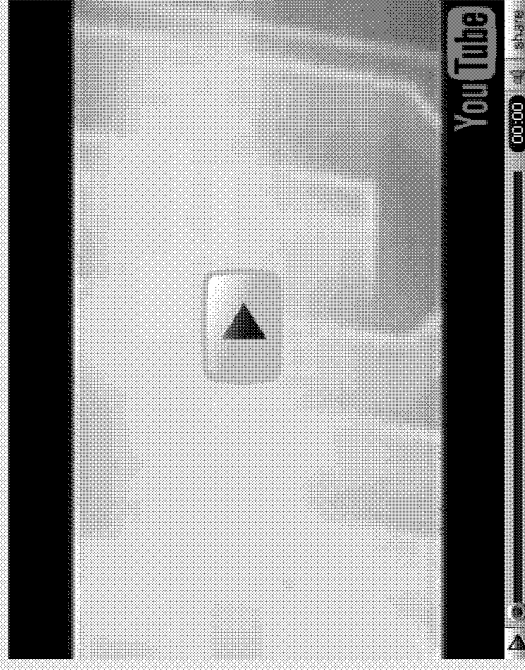
<http://touchingallthebases.blogspot.com>

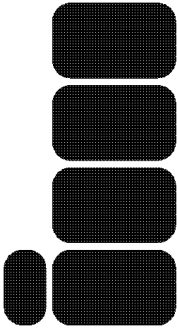
<http://touchingallthebases.blogspot.com/2007/01/thats-best-aquafina-ive-ever-had-bro.html>

50,000 unique readers per month

Blades trailer featured on home page of sports blog

The second video here is to the trailer for the upcoming Will Ferrell movie "Blades of Glory," which looks from this angle to be the figure skating version of "Taledega Nights" - in other words, it can't miss. This clip was sent along by one of the film's marketing people, and I'm putting it on here even though he couldn't deliver on my offer to run it only if he introduced me to a certain one of the film's co-stars. Hmm, I guess we don't have as much clout in Hollywood as we thought:



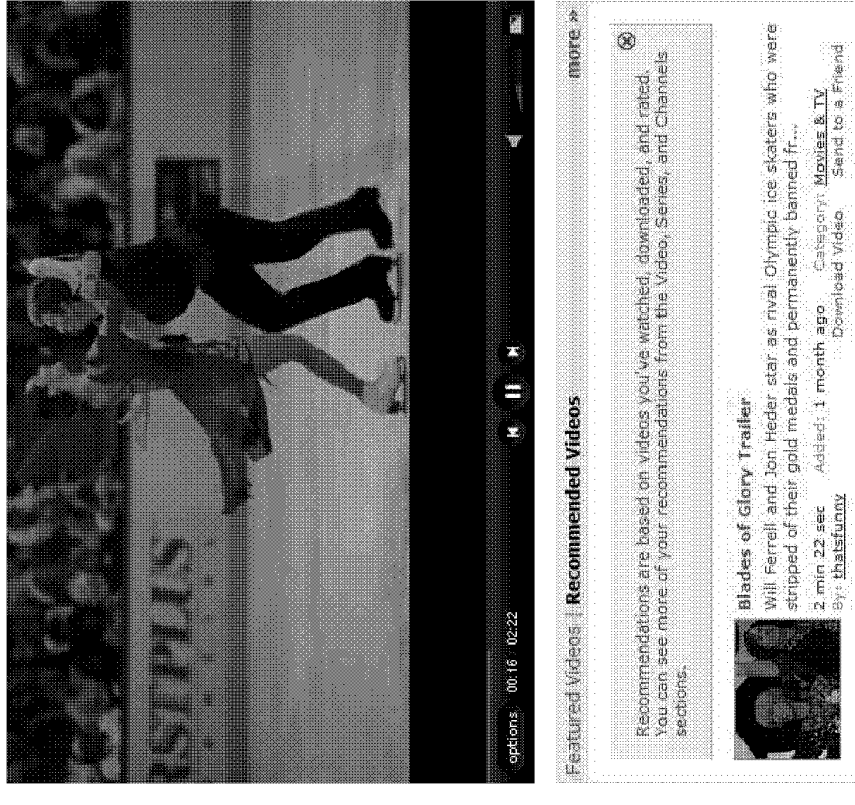


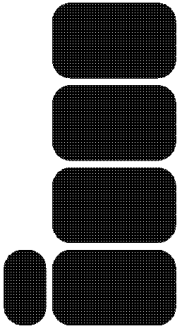
VEOH

<http://www.veoh.com>

<http://www.veoh.com/videos/v212592aqf9c7xf?recId=1211790078196126815>

Blades trailer featured video on home page, including auto-play when Veoh.com loads, and placement in “Recommended Videos” section
9 clips uploaded to site
Over 23,500 views thus far





Viddler

<http://www.viddler.com/thatsfunny/videos/1/>

3 clips uploaded to site

Over 60 views thus far



Search!

SIGN UPLEARN MOREEXPLORE

Most PopularRecently UploadedBrowse TagsNew PeopleActive People

Blades of Glory - Skate Your T*** Off

UR 6460
CR 177



00:00:0500:00:05

00:00:0500:00:05

00:00:0500:00:05



thatsfunny

Statistics

Uploaded on 3/9/07 1:19 PM

Viewed: 14 times

Status: public

About

Hilarious clip from the upcoming movie, "Blades of Glory" starring Will Ferrell, in theaters March 30.

Global tags

movies

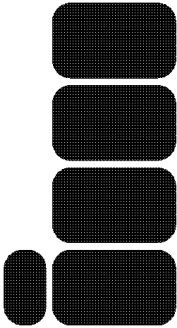
willferrell

funny

blades

skating

bladesofglory



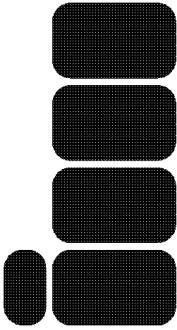
Vidiac

<http://www.vidiac.com>

<http://www.vidiac.com/video/825c47c2-50b6-452a-bbc4-98ba00d57764.htm>

8 clips uploaded to site

Over 18,600 views thus far

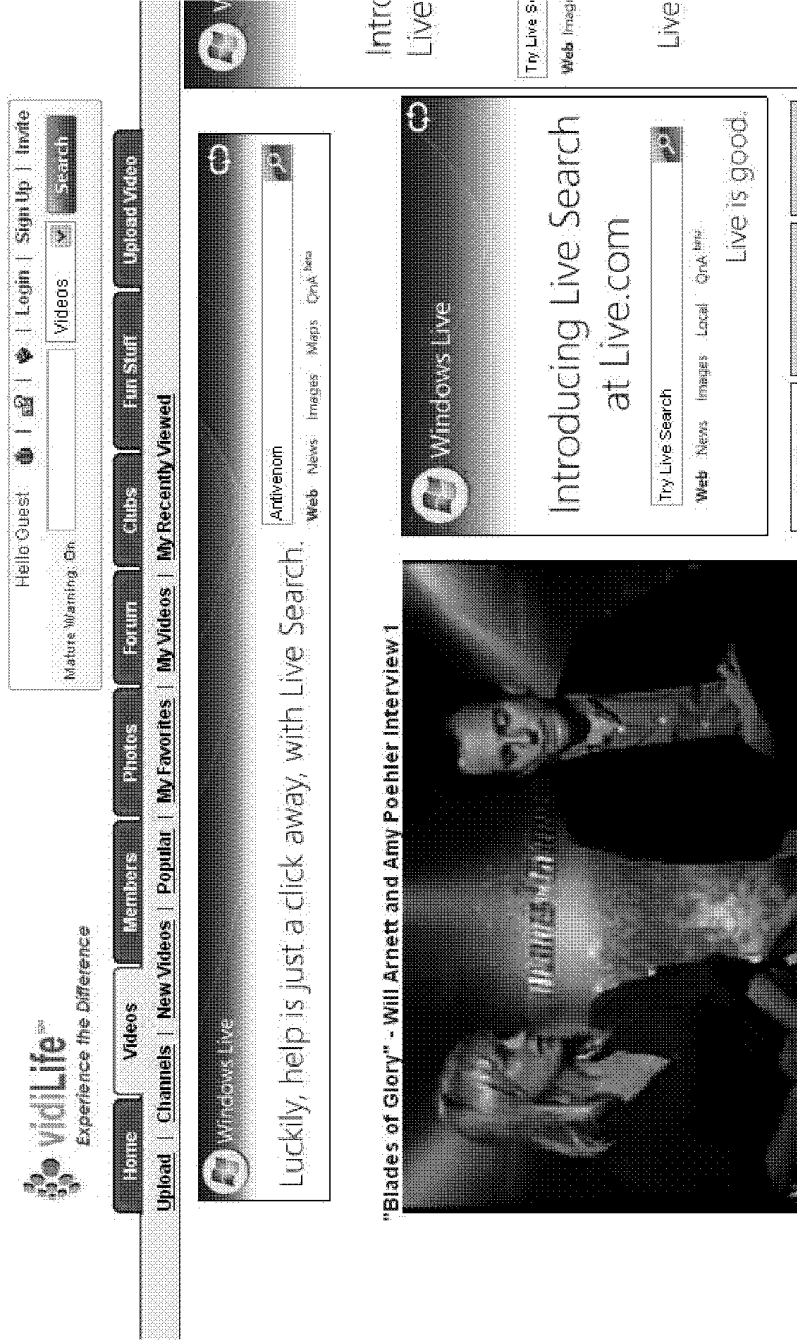


vidiLife

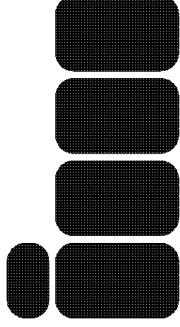
<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=4DC926B8-086E-47BA-AA0E-7>

4 clips uploaded to site

Over 580 views thus far







vMix

http://www.vmix.com/view.php?id=2069094¤t_resourceid=2069094&type=video

1 clip uploaded to site

Over 160 views thus far

The screenshot displays the vMix website interface. At the top, a navigation bar includes links for Login, Sign Up, Upload, Help, and a Search bar. Below this, a menu bar lists various sections: VIDEOS, CHANNELS, SLIDESHOWS, CONTESTS, MEMBERS, and MY HOME. The main content area features a video player showing a clip of two people. To the left of the player, there's a sidebar with 'Now Playing' (channels, top 100, talking heads, new) and 'About the Artist' (thatisalsofunny, No bio available). Below the video player, a 'Related Videos' section lists several videos with their titles, average scores, and comment counts. On the right side, there's a 'Today's Featured Channel' (FUNIMATION) and a 'My Channels - Fresh Content' section. At the bottom, there's a 'Popular Tags' section with a list of tags and a 'What's new on VMIX' section.

VMIX

Login | Sign Up | Upload | Help | Search

Today's Featured Channel
FUNIMATION
Click here now to subscribe to channels! edit

My Channels - Fresh Content

Sponsored by

Related Videos Comments (0)

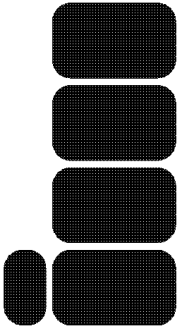
- Blades of Glory trailer**
avg score: N/A
Comments (0)
- Episode 1 - Herman's Re...**
avg score: 5
Comments (7)
- Relaxing global village...**
avg score: 4
Comments (1)
- Shanice**
avg score: 4.87
Comments (11)
- Nip Tuck - Set Designs**
avg score: 4.33
Comments (4)
- Invalid Litter Dept.**
avg score: 5
Comments (7)
- Catwoman Trailer**

About this Video Share: Send to Friend | Post in MySpace/Blog | Add to Playlist | Submit to: f

Video: **Blades of Glory trailer**
By: **thatisalsofunny**
Desc: Will Ferrell and Tim Heidecker star as rival Olympic ice skaters who were stripped of their gold medals, and

Popular Tags: awesome live naruto wedding stupid cool animation sex birthday sexy friends love rock hop baby rap car fight school black clip drunk fun life tv hip dance music guitar guy fun day title lol cute pic family us test peach

What's new on VMIX
VMIX Channels
Watch Now



vShare

<http://www.vshare.com/video.php?vid=1125>

3 clips uploaded to this site

Over 1,260 views thus far



Home • Join Video Share • Browse Videos • Upload Videos • Forum

48x48

Uploaded on 03/09/07
by [thatsfunny](#)

• 10 Views

• 00:00:06

• 5 MB

Video Info

Blades of Glory - Skate Your Tits Off
Hilarious clip from the upcoming movie, "Blades of Glory" starring Will Ferrell, in theaters March 30.

Video Rating:  10 Votes



Related Videos

By Author



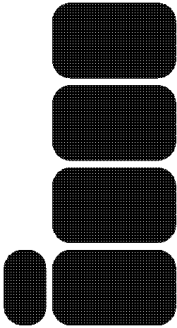
Blades of Gl...
by: [thatsfunny](#)
length: 00:01:22



Blades of Gl...
by: [thatsfunny](#)
length: 00:00:06



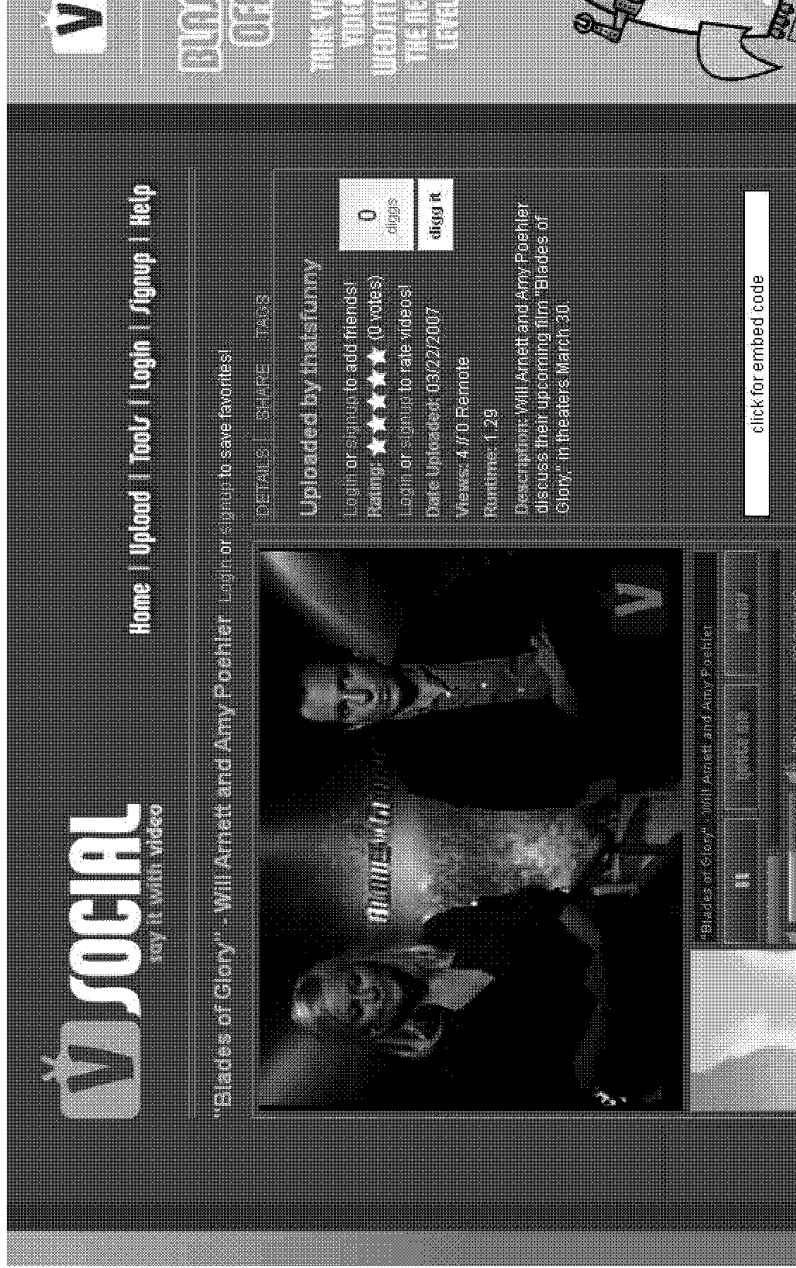
WILD GIRLS-1...
by: [Next13](#)
length: 00:00:13

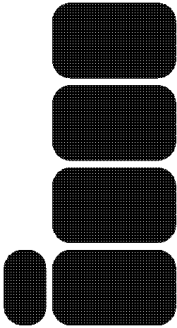


vSocial

<http://www.vsocial.com/video/?d=77730>

1 clip uploaded to site
Over 60 views thus far





Ugo Net

http://ugonet.org/visions/view_video.php?viewkey=6d3d6fa748ab6d9af3fd

1 clip uploaded to site

Over 550 views thus far

Ugo Net

your vision counts™

the revolution will be advertised

Ugo Blog

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Groups

Friends

Most Recent

Most Viewed

Most Discussed

Top Favorites

Top Rated

Recently Featured

Random

Blades of Glory - Skate Your Tits Off

1196450
RC177

Buffering...

00:16:25

03:18:08

00:17:27

15:12

Related Video's 2 of 2 See All Results

Blades of Glory - Skate Your Tits Off

by thatsfunny

Runtime: 6:54

Views: 8

Comments: 0

See All Results

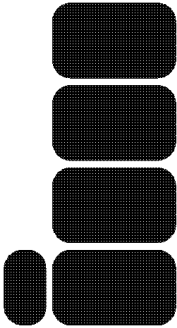
Blades of Glory - Webscode 2

by thatsfunny

Runtime: 82:02

ICED Media 2007 Confidential

146

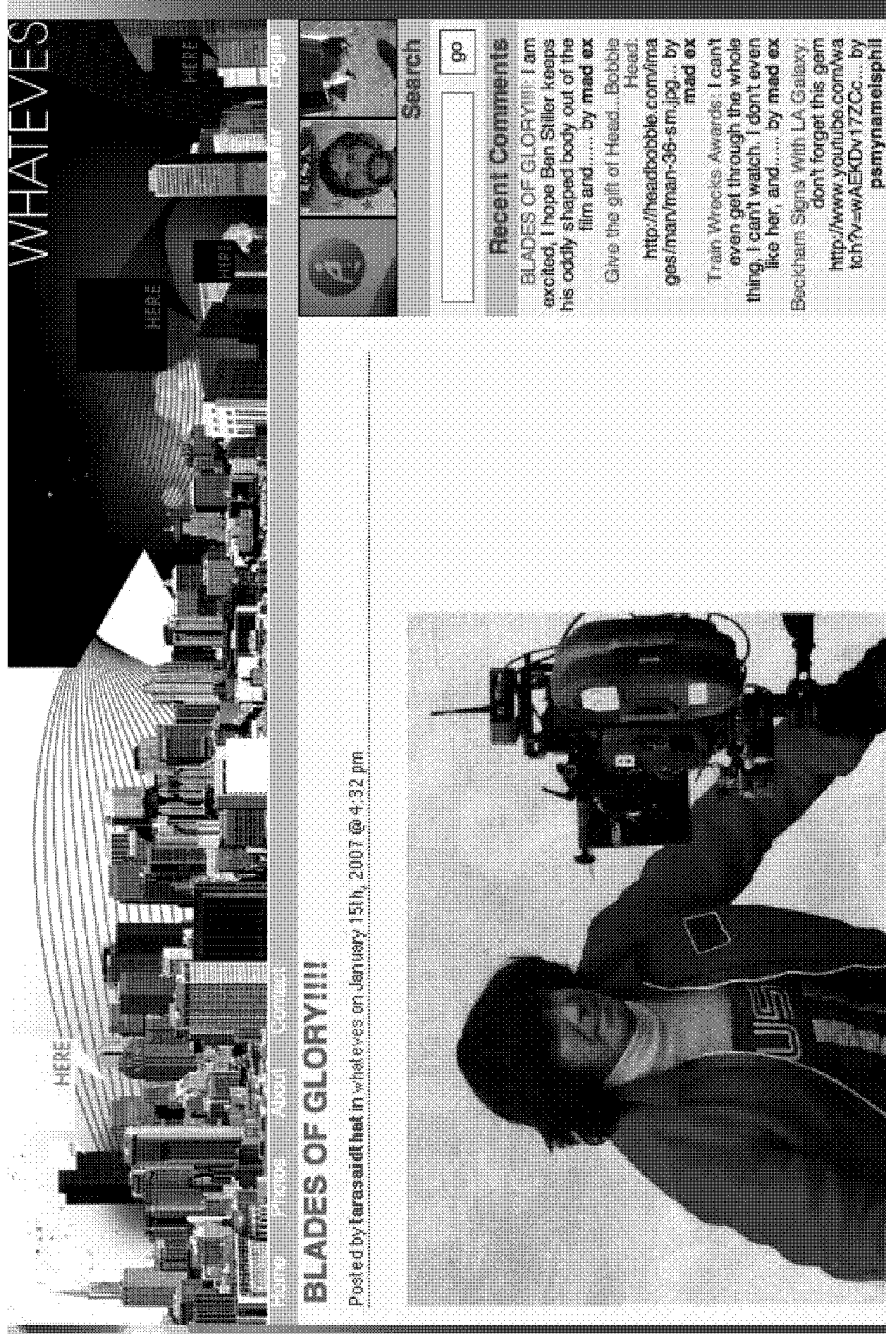


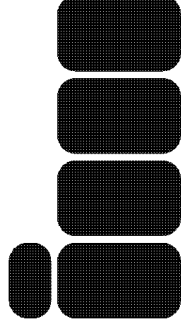
Whateves

<http://whateves.com/?p=584>

Site stats pending

Blades trailer and image featured on home page of this entertainment blog





With Leather

<http://withleather.com>

<http://withleather.com/post.phtml?pk=1937>

750,000 unique readers per month

Blades cereal boxes, Webisode 1, "Thoughts of Glory" Chazz clip, and trailer featured on home page of leading sports blog

WITH LEATHER

BRACKET 2007

Fill out our **FREE** Bracket NOW ►

Invite your friends
What they win,
YOU win

I SUSPECT THIS CEREAL MAY BE FRUITY 03.13.2007

FROZEN FLAKES

BLADES

WELCOME

"With Leather" is a blog by a man with three athletes, strangely focused on being interested in everything in the wide world of sports. Except awesome stuff. And the occasional underdog.

Search **GO**

Archives

POPULAR TOPICS

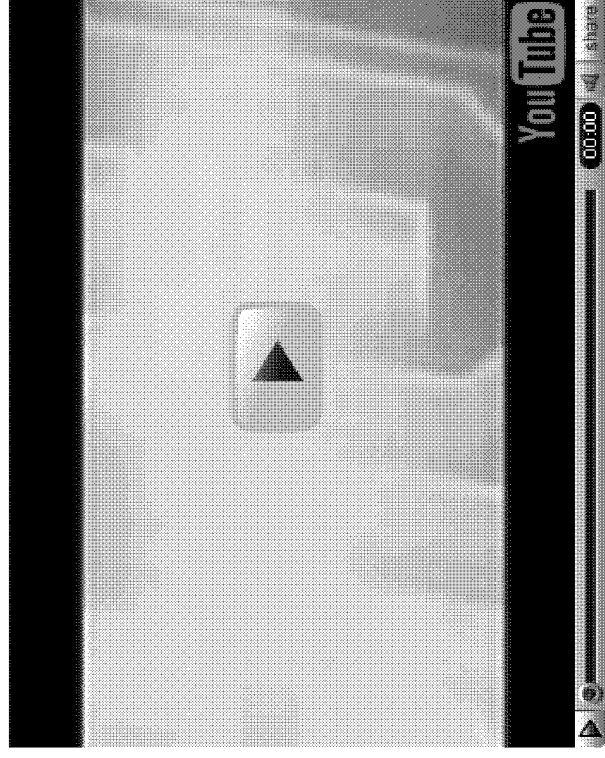
- + ASSHOLES
- + BLOGOSPHERE
- + COLLEGE FOOTBALL
- + FANS
- + MLB
- + NBA
- + NFL
- + POLICE BLOTTER
- + SOCCER
- + SUPER BOWL
- + FAVORITE SITES

With Leather continued...

WILL FERRELL + ICE SKATING = FUNNY

01.18.2007

This is the new trailer for *Blades of Glory*, and I can't wait. Anytime a mascot gets burned for the purpose of humor (is there another reason?), then I'm all for it.



NOTE: You may have seen this on The Big Lead yesterday, but they're under the mistaken impression that Ferrell's bushy Afro at the Golden Globes was for this movie. Um, hello? It's obviously for his NEXT sports film -- *Semi-Pro*, about the ABA.

Tags: [CINEMA](#), [ICE SKATING](#)

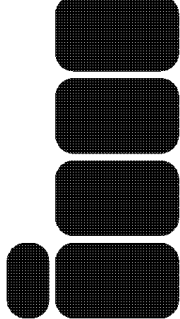
[3 comments »](#) | [send article](#)

System Plus Free Inspiration

Your Ad Here



2 clip uploaded to site



Zoner Sports

<http://www.zonersports.com>

<http://zonersports.com/?p=734>

Site stats pending

Blades trailer featured on home page of sports blog

