

**SCHAPIRO DECLARATION  
EXHIBITS CONTINUED**

# The Heartbreak Kid Program Timeline

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## Phase 2

- Press solicitation for key junket interviews
- Widespread content distribution to all sites and blogs listed
- Social Networking and Blog specific contests
- Exclusive video content for larger sites in appendix B
- Develop unique contesting features on 2 key mainstream and top-tier entertainment and film sites in appendix B
- Continue with daily updates and contests on Facebook

The screenshot shows a webpage from Cracked.com. At the top, there's a navigation bar with 'CRACKED.COM' and 'WRESTLEMANIA'. Below that, a sub-header reads 'ARTICLES | VIDEOS | COMICS | BUT SERIOUSLY | WEBPICKS | FORUM | COMEDY CLUBS | BLOGS | IRBS | STORE'. The main content area features the article title '6 Clips from Blades Of Glory' by 'iced media'. A video player is embedded, showing a scene from the movie 'Blades of Glory' with the text 'with Chazz Michael Michak'. Below the video, there's a caption: 'Steez and Fairbair (Will Amett and Amy Poehler) impart some Biblical knowledge on that ass:'. To the right of the article, there are sections for 'MOST POPULAR' and 'RECENT ARTICLES', each listing various articles with their dates and authors.

Sample content distribution

# The Heartbreak Kid Program Timeline



## Phase 3

- Execute prize pack contests and features with 20 sites in appendix C
- Full viral video uploading and player distribution to entire network placing features on websites/blogs
- Solidify interview and exclusive features
- Full scale promotions within Facebook community

**liveDaily** GET THE BEST DEAL

EVERY DAY A CHANCE TO WIN A FIGURE SKATING OUTFIT FROM **Blades of Glory** IN EXCLUSIVE ZIP

Home News Products Events Contests **Contests** Deals

### CONTESTS

#### Enter to Win a Blades of Glory Skating Outfit, Poster & More!

*Blades of Glory* is the hilarious new comedy starring Will Ferrell and John Turturro as two down-on-their-luck figure skaters eager to reclaim their former glory. Having been banned from the 1992 Winter Olympics, the two skaters find a second chance 10 years later, the two skaters find a second chance in the World Championship rules that allow them to compete once again. All they must do is put aside their differences and enter the games. *Blades of Glory* is sure to be crowned the laugh-out-loud comedy of the year!

Enter today for a chance to win an incredible *Blades of Glory* prize pack. One grand prize winner will receive a figure skating outfit from *Blades of Glory*, an autographed poster and the film's prize pack and get ready to take home the...

Enter here for a chance to win the following prizes:

- Figure skating outfit from *Blades of Glory*
- Autographed movie poster
- *Blades of Glory* CD soundtrack

Official Site: Video

**Official Sweepstakes rules**

**ENTER TO WIN**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Gender:  Male  Female Birth Date: \_\_\_\_\_ Month:  Day:  of \_\_\_\_\_  
 State: \_\_\_\_\_  
 \* Good luck with your chance to win!

**CONTESTS**

**WIN \$100,000 AND RECORD DEAL WITH SIRG**  
 HOTTTEST PRODUCTIONS FOR JUST \$9.99

**WIN A Blades of Glory Prize Pack**  
 During the month of February, you can't see a good action movie without seeing *Blades of Glory*. Enter to win the prize pack just in time. One lucky winner will receive:  
 - An autographed *Blades of Glory* poster  
 - Figure skating outfit from *Blades of Glory*  
 - A movie poster (shown below)  
 - A copy of the official soundtrack

**WIN \$10,000 From Cash**  
 Enter to win [www.10000.com](#) No purchase necessary

**WIN \$10,000 From Cash**  
 Enter to win [www.10000.com](#) No purchase necessary

**PREVIOUS CONTEST WINNERS**

- [Nathan from New York](#)
- [Scott from California](#)
- [Alyssa from Ohio](#)
- [Cristal from Phoenix](#)
- [Tara](#)

**CONTESTS** | **INTERESTS** | **ADVERTISE**

Sign Up

Sample contests on music/lifestyle sites

# Sample Promotions and Contests

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## YouMayNowKissTheBlog Heartbreak Kid Contest and Feature

- ICED will set up a contest with YouMayNowKissTheBlog where readers will provide their funniest and most embarrassing wedding stories.
- The winner, selected at random will be able to choose a wedding or anniversary gift for themselves from a selected 3rd party retailer (worth \$300).
- The contest will receive homepage placement featuring *Heartbreak Kid* content.

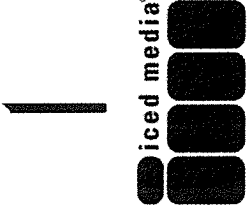
## IST blog Heartbreak Kid 'weekend getaways'

- Gothamist, LAist, Phillyist and Chicagoist will all run contests for weekend get away funny dates within each city
- Gimmicky dates will include a predetermined off-the-cuff dating activity (Jumbo's Clown Room) on Friday, and a Saturday night activity.
- Contest to feature video content and official site links

## Greatest Wedding/Marriage/Honeymoon Movies Feature at Cracked

- As Cracked.com has done with many top 10 lists, this one will focus on the most insane movie brides, wedding mishaps, and awkward dating moments featured in movies
- *Heartbreak Kid* video will be featured alongside the list

# Sample Promotions and Contests cont.



## The Celebrity Cafe Interview and The Heartbreak Kid Relationship Survival Kit Sweepstakes

- Users shard their relationship horror stories to win a limited edition Heartbreak Kid Relationship Survival Kit (sunblock, nasal spray, tums, beano, etc)
- The contest will be featured alongside a Rob Corddry interview and *Heartbreak Kid* video content

## Most Annoying Mate Contest on FHM

- Users share their stories of their annoying mate. FHM judges which guy has the most annoying mate, and awards them a TBD video game console to reward them for being able to put up with so much

## Cupids Dating Blog and The Heartbreak Kid Prize Pack Give Away

- Win a 'date' to see The Heartbreak Kid on Cupid's Dating Blog
- The contest will give away 10 'dates' over 10 days leading up to release with video clips featured on the home page

In addition to the specific contests listed above, a dozen or more prize pack giveaways will be executed at a number of other blog, entertainment, humor, film and lifestyle sites. These contests usually consist of signed posters, t-shirts and DVDs

# Viral Video Propagation

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- Upload approved video clips, video interviews, EPK, and b-roll footage, to our database of over thirty unique viral video sites
- Working within the viral communities to promote footage to target audiences
- Distribute embedded player links to extensive list of key blogs and sites for third party coverage of select footage
- Drive traffic to the content we upload

## Appendix A

(viral video sites)

Atom Uploads  
Sharkle  
Daily Motion  
Clever  
Revver  
Bolt  
YouAreTV  
Lulu  
Uvouch  
Brightcove  
Flixter

Google  
FunnyOrDie  
Break  
Cool Streaming Video  
Putfile  
Flukiest  
YourDailyMedia  
YouTube  
iFilm  
Crackle  
Heavy

Clip Shack  
Vech  
Gleeker  
Flixya  
Vsocial  
Flurl  
Live Video  
Vidiac  
Vidilife  
LiveLeak  
7Humor

MySpace  
Facebook  
YFly  
Block Savvy  
Buzznet  
Heavy  
Bebo  
TagWorld  
MOG  
Reccenter

(social networking sites)

# Sample Viral Content Seeding

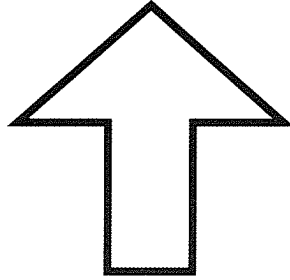


Clips uploaded to viral video and file sharing sites get homepage placement on 3rd party sites and blogs

**Justin Timberlake - Sexy Back**

Rate this video: 4/50 ratings  
 Save to Favorites | Share Video | Flag as Inappropriate  
 Add to Groups | Post Video  
 Views: 2,724,002 | Comments: 1633 | Favourite: 13640 times

What are the most popular videos...  
**TODAY'S WEEK?**



Justin Timberlake video  
 uploaded to YouTube and  
 covered on Perez Hilton

**Eat Him Up**  
 Fed Up!er: Justin Timberlake

It's the summer of Justin!

**Buzzed Driving is Drunk Dr**

Search iFILM blades of glory

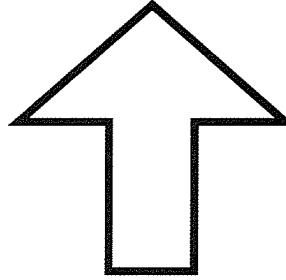
You searched for: blades of glory

Order by: Relevance | Most Recent | Most Popular

- Doing Push Ups With Jimmy & Chazz**  
 Feb 21 '07 at 3:15 PM - 7,038 views - 0 comments  
 Movie Trailers & Clips - funny clip from "Blades of Glory" watch video »

Channels | Animation & Cartoons | Comedies | Commercial | Extreme Sports | Girls | Motorsports | Movie Trailers & Clips | Music Videos | Short Films | Television

Save to Playlist | Email to Friend | Publish To: MySpace / Blog



Blades of Glory clip uploaded  
 to iFilm and covered on  
 Comedy Central Insider

**March 02, 2007**

**Video: Three Tiny Blades of Glory Clips**

If those three little clips from *Blades of Glory* are any indication, the film's bound to be a big success of sorts. We find together in a loose-but-entertaining plot. While I come from that camp for a good while. I remember. Thank you for the link.

More trailers: [Watch Three Tiny Blades of Glory Clips](#)

# Target Site Lists

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Below is a small sampling of sites and blogs that will be targeted for video features, interviews and reviews:

A Socialite's Life	Filmcritic	Movie Freak
Ain't It Cool News	Fixins	MovieWeb
Buzz Patrol	Give Me My Remote	Nerve
Celluloid and Vinyl	Goldenfiddle	No Good For Me
Cinecon	Gorilla Mask	N-Zone
Cinegeek	Hollywood.com	Oh No They Didn't
College Club	Hybrid Magazine	PopBytes
College Humor	I Rock, I Roll	PopYOUlarity
Crack Muffin	IGN	Prefix Mag
Cringe Humor	Impose Mag	Prick Mag
D-Listed	Inside Pulse	Rotten Tomatoes
Dark Horizons	Kludge Magazine	Synthesis
Date	Liquid Generation	Tastes Like Chicken
Dating Direct	Losing Today	Teen Hollywood
Dead Frog	Lost At Sea	Thighs Wide Shut
Dorks	Manly Thoughts	UGO
E-Harmony	Match	Usounds
Empire	Maxim Online	Whatevs
Entertainment World	Milk & Cookies	Witz
FHM	moviesblog.MTV.com	WWTDD
Pop Candy	All Movie	Comedy Central Insider
Fuzzy Lion	Superior Pics	I Watch Stuff
Gizmodo	Ben-Stiller.net	Hollywood North Report
Geeks of Doom	Celebrity Wonder	SPIN
Movie List	Buzz Sugar	Rolling Stone
Pop Syndicate	The Movie Blog	Ace Show Biz
College Candy	Movie Poop Shoot	All Movie Portal
Aske Men	Cinematical	Slas Film
Celebrity Cafe	JustJared	Playboy
Funny Reign	Starpulse	Just Jared
		Seriously OMG WTF



# Target Site Lists

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## Bridezilla and Bachelor Sites:

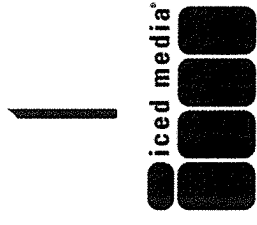
[Bridalicious](#)  
[ModGirl](#)  
[FaceLikeMurderBridezilla](#)  
[BridezillaPreventionProject](#)  
[GoingBridal](#)  
[BachelorPartyFun](#)  
[YouMayNowKissTheBlog](#)  
[IndieBride](#)  
[Bridalwave](#)  
[The Apiary](#)  
[The Coming](#)  
[The Bastion](#)  
[TrueBrideConfessions](#)  
[Diary of a Bride](#)  
[ManoloBrides.com](#)  
[Always a Bridesmaid](#)  
[Beauty is in the Eye of the Beholder](#)  
[Bridal Bar Blog](#)  
[Bridalicious](#)  
[Bridalwave](#)  
[Brideness](#)  
[Bridezilla](#)  
[Confessions Of The Wedding DIVA](#)  
[DIY Wedding Planner](#)  
[Don't Be That Bride](#)  
[Dreams on a Budget](#)  
[Ethical Weddings](#)  
[Flaming Tulle](#)  
[Fresh Bride](#)  
[From "I Will" to "I do"](#)

[Godawful Wedding Crap](#)  
[Great Green Weddings](#)  
[Here Comes the Blog](#)  
[I love Weddings](#)  
[Never teh Bride](#)  
[Observer Bridal Blog](#)  
[Offbeat Bride](#)  
[Oh joy!](#)  
[Our One Heart](#)  
[Our Wedding](#)  
[Our Wedding Plus](#)  
[Paper Bride](#)  
[People's Real Life Weddings](#)  
[Polka Dot Bride](#)  
[RSVP Shindig](#)  
[Saving for a Wedding](#)  
[Should we get married?](#)  
[The Awesome Photo Blog](#)  
[The blog at Bloomery](#)  
[The Bridesmaid's Blog](#)  
[The Preppy Wedding](#)  
[The Wedding Register](#)  
[Tidbits on Weddings by Socialites](#)  
[To Love, Honor, and Dismay](#)  
[Trash the Dress](#)  
[Veiled Conceit](#)  
[Wed Log](#)  
[Wed This](#)  
[Wedaholic](#)  
[Wedding Bee](#)  
[Wedding Fanatic](#)

[Wedding Mapper](#)  
[Wedding Tactics](#)  
[Wedlok](#)  
[What Junebug Loves](#)  
[White Lace Wedding](#)  
[And the bride wore...](#)  
[And they lived happily ever after...](#)  
[Going Bridal](#)  
[GreenKarat](#)  
[Groom Groove](#)  
[Groom Stand](#)  
[I Do Foundation](#)  
[I Hate My Inlaws!!!](#)  
[Indie Bride](#)  
[Let's Run Off](#)  
[Pearl Paradise](#)  
[Portoverl](#)  
[Something Old, Something New](#)  
[True Bridal Confessions](#)  
[Uglydress.com](#)  
[Way Cool Weddings](#)  
[Wedding Podcast Network](#)  
[Wifeville](#)

[Yahoo Groups:](#)  
[Heartbreak](#)  
[Breaking Up](#)  
[Weddings](#)





# Target Site Lists - Unrated Content

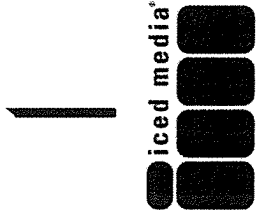
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Below is a small sampling of viral sites and blogs that will be targeted for any unrated content:

- |                   |                   |                   |                     |
|-------------------|-------------------|-------------------|---------------------|
| Elite-Videos      | Funny Videos      | Super Evil Robot  | Ask Men             |
| Meanduck          | List Dump         | Fun Dump          | Blender             |
| Danerd            | Dumbie            | Cool Clips        | Briznx              |
| Kontraband        | Drunk University  | Video Spud        | Bullz-Eye           |
| Abum              | Dump Head         | Dave's Daily      | Cracked             |
| TimeKiller        | Shocking Clips    | Lol Wow           | Double Agent        |
| Magamba           | Funny Links       | Humor Trade       | Film Junk           |
| Video Madness     | Zumboo            | Fungod            | Frat Pack           |
| Ownage            | Too Shocking      | I-Am-Bored        | Geeks of Doom       |
| Nopers            | Funny Jokes       | The Shortest Bus  | Happy Robot         |
| Moron             | Funny Videos      | Daily Slacker     | Jaya Movie Blog     |
| Bored Town        | UnitedNothing.net | Ridiculous Videos | Jive                |
| Kill Some Time    | Vid Craze         | Evil Dump         | Joblo               |
| Goyk              | College Slackers  | Twisted Videos    | Movie-Vault         |
| College Downtime  | Top Music Videos  | Vidcrazy          | Nonk                |
| United Nothing    | Big Bad Site      | Colbert Videos    | Pajiba              |
| Leenks            | Buzz Humor        | Funny Clips       | Playboy             |
| Rupid             | Wtf People        | Beaned            | Rope of Silicon     |
| Humor Trade       | Bloogie           | DipTard.com       | Shakefire           |
| My Blam           | Link Dump         | Morons On The Web | Slash Films         |
| Fun Only          | American Films    | Fazed             | Spout               |
| Yikers            | Shock This        | Eat Liver         | Strange Pup         |
| Stupid Videos     | Raw Meat          | Cowardly Escape   | Tailer Spy          |
| Crack Muffin      | Funny Burger      | Online Arcade     | Tastes Like Chicken |
| Sorry I Got Drunk | Slacker Network   | Gallery Dump      | The Man Room        |
| Worst Previews    | Get Laid          | Funny Link Dump   | The Movie Box       |
| Prick             | Trailer Spy       | Twitch Film       | The Movie Times     |
| FuzzyLion         | Trend Pimp        | Useless Men       | Top Movie Blog      |

# Target Site Lists

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Below is a small sampling of sites and blogs that will be targeted for contests and larger exclusive features:  
(appendix C)

411 Mania  
Alloy  
Crave Online  
Shakefire  
Stuff Magazine  
King  
Ticketmaster/Livedaily  
ACED

Zap2it  
Kiwibox  
EntertainmentWorld  
Bullz-eye  
The Knot  
GetMarried.com  
Gothamist

Celebrity Cafe  
SPIN  
Dead-Frog  
ElleGirl  
YFly  
Inside Pulse  
Junkiness

The following are films and shows with fans likely to respond well to The Heartbreak Kid, based on the cast of the film or style of humor. We should consider this our core target audience and build from there.

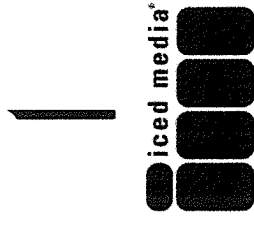
Anchorman  
Along Came Polly  
Napoleon Dynamite  
Arrested Development  
Saturday Night Live  
Dodgeball  
Old School  
Wedding Crashers

The Daily Show  
Blackballed  
The Benchwarmers  
The Office  
Dog Bites Man  
Comedians of Comedy  
Late Night with Conan O'Brien

The Simpsons  
Upright Citizens Brigade  
Wet Hot American Summer  
The State  
The 40-Year-Old Virgin  
Deuce Bigalow  
Zoolander

# Dating Sites and Blogs

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In addition to the entertainment, movie, and other sites we'll be servicing, we will also focus on getting HBK content on the plethora of dating sites and blogs on the web. This is an area we haven't worked with on our past projects, but will be a good fit for this film.

sample list of dating sites and blogs:

- Dating Dames: <http://www.datingdames.com/>
- Brain Dancing: A Bluntly Personal Look at Online Dating : [http://www.braindancing.blogspot.com/Charming But Single](http://www.braindancing.blogspot.com/CharmingButSingle): <http://charmingbutsingle.com/>
- The 15 Minute Dating Blog: <http://15minutedate.com/blog/>
- Singled Out: A Seattle Dating Blog: [http://blog.seattlepi.nwsource.com/singledout/e-Amore News](http://blog.seattlepi.nwsource.com/singledout/e-AmoreNews): <http://www.e-amore-news.com/>
- Post Modern Dating: <http://www.postmoderndating.com/blogs/blogshe/>
- Collaboradate Online Dating Blog: <http://www.collaboradate.com/blog/>
- Rosalind's Dating Blog: <http://www.sage-hearts.com/online-dating-blog/>
- Online Dating Insider: <http://onlinedatingpost.com/>
- Miss Match Blog: <http://missmatchblog.blogspot.com/>
- Blog Her: <http://blogher.org/node/413>
- Wikia Dating: <http://personals.wikia.com/>

# Tools, Dates, and Cost

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## Tools Requested:

- Various DVDs (mentioned in contests above) #s to be determined
- 30 signed *The Heartbreak Kid* posters
- Any available video links encoded in Windows Media, Real Player, and QuickTime streaming formats, as well as downloadable iPod and PSP formats.
- Any available soundtrack songs in streaming or mp3 format
- Cast bios and any press releases (if available) in MS Word format
- *The Heartbreak Kid* one-sheet and teaser poster images, in high-res JPG format
- Any and all publicity photos and stills from the film, in high-res JPG format
- Any other special promotional items (limited edition posters, shirts, keychains, etc) for key sites

## Program Dates:

August 5, 2007 - October 5, 2007

## Cost:

Marketing Service Campaign & Facebook build, maintenance and management: \$[REDACTED] per month

\*Additional expenses not included in the budget will be pre-approved and will be billed as they are incurred. Expenses include all mailing costs of promotional materials and any other out-of-pocket costs directly related to this project.

# Contact

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E: [barrett@icedmedia.com](mailto:barrett@icedmedia.com)

## EXHIBIT B

(FACEBOOK INITIATIVE)

# ICED Media: Facebook Initiative

ICED will build and maintain a Facebook page dedicated to *The Heartbreak Kid*.

Every single day of this campaign, the page will be updated, friends will be approved, new contests will be launched and team missions will be assigned.

Each week there will be at least one message to all members informing everyone about the new content, contests and opportunities on the HBK Facebook page.

Week 1 (8/6) Page build, friend recruitment - incentives for users bringing in more than 10 new members (posters).

Week 2 (8/13) Debut video content, 1st mission/contest to put clips on your page.

Week 3 (8/20) Daily contests for various participation levels (signing wall, commenting on photos, putting HBK content on your page).

Week 4 (8/27) More content distributed; new images, buddy icons, widgets, sound files, video clips posted on the HBK page. Make video content downloadable for PSPs, Ipods.

Week 5 (9/3) Team member # goals set for exclusive content, HBK comments made on Labor Day to all current members, new discussions/team games implemented.

Week 6 (9/10) Letter of the day contest begins, ASCII posts, more interactive features.

Week 7 (9/17) Gift week, debut new HBK 'adult' content, playlist contest launch.

Week 8 (9/24) Trivia week, Discussion board focus, sound bytes unveiled.

Week 9 (10/2) Content from the junket will be featured, Win a date to HBK contests all week.

Prizing will range from ROE passes to posters, shirts, signed items.

Letter of the day/word of the week for HBK prizes:

- Each day we put up a "letter of the day" on the Facebook page for a

determined amount of time (1/2 hour, 1 hour, etc)

- Members have to go to the page and check each letter, keep track of the letters for a week, then post the word on a message board
- The first one who puts the word up on a message board (or emails it) gets a prize

#### Film/Actor/Farrelly Brothers Trivia Quiz

- 6 Apple shuffles will be given-away in correlation with the trivia game based on film stars and previous Farrelly brothers and Ben Stiller films
- We'll come up with questions to be pre-approved before we roll out this weekly contest

#### Photo Captions

- Post photos from film for users to create captions, all members friends will see photos
- Members who participate will have the opportunity to win a trip to Cabo

Group List: The top ten will be based on events from the film

- You know love blows when...
- She doesn't know what the missionary position is
- You curl up in a rocking chair in shock after sex

We can then add other funny items based on other Ben Stiller and Farrelly brother films to the list to spark discussion

- You know love blows when.....
- You're partner doesn't know what a eugogaly is...
- You're partner doesn't like Orange Mocha Frappuccinos!
- He's not an ambi-turner...
- He's a bleeder...
- You live in Far Away City but your girlfriend lives in Aspen, where the beer flows like wine...
- You're girlfriend has a great set of hooters... but they're just owls...
- You're bf/gf always tries to triple stamp your double stamps (but you know you can't triple stamp a double stamp)



### Roadtrip Playlist with iLike

- Users create the ultimate roadtrip playlist and post it to their profiles
- Vote for the best playlists
  - Playlist with the most votes wins an iPhone with \$20 iTunes giftcard to make your own playlist

### Viral Photo Stickers

- ASCII picture of a nose with “Love Blows” coming out of nostrils
  - Group members will copy the image from the group and post it as a comment under every photo they can find of people kissing, prizing awarded first come, first served.

### Gifts

#### Group will Vote to Determine Opening Week Gift

- Donkey – ass branded with HBK
- Baby Oil – HBK branded
- Robe – HBK branded
- Tux – HBK branded
- Wedding Ring - HBK 10.5 branded

Members who active on the HBK page will get their first gift free. Other exclusive HBK gifts are for sale.

#### More Discussion Board Items: You know love blows when...

- She doesn't know what the missionary position is
- You curl up in a rocking chair in shock after sex

### Team Goals

- When the number of members in the group reaches designated benchmarks, we release deleted scenes and special clips for everyone to enjoy