

Schapiro Exhibit 16

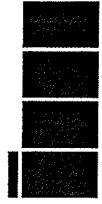


415 West Broadway, Suite 2N New York, NY 10012

Table of Contents

Paramount Book One

1. Nacho Libre Wrap Up Report
2. Jackass 2 Weekly Report 8/25
3. Jackass 2 Weekly Report 9/8
4. Jackass 2 Campaign Wrap Up
5. Blades Of Glory Contract and Proposal
6. Blades Of Glory Weekly Report 3/30
7. Blades Of Glory Campaign Wrap Up
8. Norbit Weekly Report 2/9



ICED MEDIA®



NACHO LIBRE

Online Wrap Up 3/1/06-6/16/06

Client: Paramount Pictures
Project Run Dates: 3/1-6/16



ICED Media was able to secure Nacho Libre content on a total of **126** different sites during the 14 weeks on the project. There was a good mix of confessionals, trailers, movie clips, photos, soundboards, interviews and more on a variety of sites from entertainment to video game, viral video, music, Latino, comedy, community, toy, wrestling, lifestyle, celebrity, blogs and boards.

The success of this campaign is rooted in the content that we were able to provide to such a wide array of sites and blogs. The content was compelling and funny throughout the campaign, and received a tremendous response from the online community. This, combined with our ability to adapt to the ever-changing landscape of interactive media, resulted in a highly successful campaign. We feel strongly that this multifaceted campaign has helped to create the buzz online that Nacho Libre has something for everyone.

Highlights from our campaign include **35** contests with sites such as Ticketmaster, CitySearch, LiveDaily, Zap2it, Spin, CCS, TeenHollywood, Aced, Shakefire, HipOnline, Hybrid, AndPop, Celebrity Café, Entertainment World, Kiwibox, Stuff, Hoopshype and others. Our Syndicated Blog Contest was featured on 8 sites as well.

Interview content graced homepages of Shakefire, Entertainment World, Bullz-Eye, HipOnline, YouTube and FHM.

Confessionals and other Nacho Libre video clips and trailers have been seen on over 100 sites we've worked with. Sites range from Pariguayo to Goldenfiddle, Joystiq, Keep Me Busy, Kotaku, From Parts Unknown, A Socialite's Life, Fixins, Inside Pulse and others.

We also created viral tools such as the Nacho Libre Soundboard and various photoshopped Nacho images for messageboard posting.

The Nacho Libre Myspace page has over 13,500 friends: <http://www.myspace.com/nacholibre>

Nacho Libre's Myspace Sightings page has over 1000 friends as well: http://www.myspace.com/nacholibre_sightings

Our MySpace grassroots campaign was able to utilize the enthusiasm of fans worldwide and continue to create buzz for the film with a number of promotions we ran. The Cinco de Mayo program had the greatest response with hundreds of Nacho Libre images placed on comments sections of our friends and friends of friends. Weekly confessional propagation missions helped get the word out about the film early with a combined 500 placements. The team continues to be active and we receive emails and comments everyday.

Clips uploaded to YouTube, Bolt, YourFileHost and Del.icio.us were viewed a combined 100,000 times over the course of the campaign.

Our strategically placed message board posts continued to generate conversation. There were Nacho related WWE talk, photoshopped images posted and general movie talk prompting some good conversations.

Below are the 126 sites featured in this document:

13gb.com
411 mania
absolute now
aced magazine
addicting clips
ain't it cool
andpop.com
all movie portal
alloy
bella online
blog critics
bolt
break.com
bult-eye
buzz patrol
café jack
can mag
ccs
the celebrity café
celebrity wonder
chat avenue
cinema.com
cinema blend
citysearch
contact music
crave online
cravefix
daily sonic
dark zero
decoy music
delicio.us
destructoid
d-listed
don and murph

ds fanboy
dreams of horses
drunken delight
ebaums world
elijahqueo
entertainment world
espire
fever magazine
fhn
filecow
film jerk
filmwad
fixins
free oops
from parts unknown
fpu blog
gamerscore blog
game set watch
golden fiddle
grouper
guba
hip online
hollywood north report
hollywood tuna
hoops hype
hybrid magazine
iced blog
idle riot
ifilm
ign
ilounge
imageyeneration
inside pulse
l watch stuff

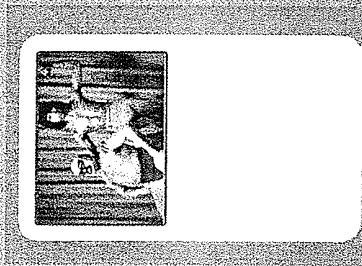
jack black net
joystiq
keep me busy
kill my day
kiwibox
kotaku
livedaily
loudersoft
lovely mrs. davis...
manic mess
medicine films
migente
milk and cookies
movie web
movies videos
music flava
my old kentucky blog
monday morning commute
myspace
news today
oh no they didn't
pariguayo
perez hilton
popmatters
popoholic
popularity.com
prefix magazine
productshop nyc
pro wrestling torch
psp world
rarrm i'm a blog
rotten tomatoes
shakefire
silent uproar

smit happens
a socialite's life
spin.com
stuff magazine
superhero hype
synthesis magazine
tastes like chicken
teen flava
teen hollywood
ticketmaster
toy tokyo
trailerdownload
true artist entertainment
university humor
updraft
video detective
vmix
williamsboard
witz.org
worth 1000
you can't make this up
yourfilehost
youtube
zap2it

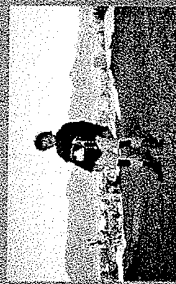
Nacho Libre Syndicated Contest

- Contest page built and hosted by ICED Media
- Gave away 60gb iPod and Nacho Prize Pack
- Contest was featured on the homepages of 9 blogs

NACHO LIBRE



WIN a 60 GB video iPod, \$25 iTunes gift certificate, autographed poster, and limited edition "Nacho Libre" mask and t-shirt!



NACHO LIBRE SYNDICATED CONTEST

With Nacho Libre at the center of the contest, we've created a contest with prizes that are as exciting as the movie itself. The prizes include:

- 60 GB video iPod (Go you can watch all those Back Black podcasts)
- \$25 iTunes gift certificate
- Autographed Back Black Nacho Libre movie poster
- A Nacho Libre Luchador Mask
- A limited edition Nacho Libre Shirt (will not be available for retail)

Enter to win the following Grand Prize's:

60 GB video iPod (Go you can watch all those Back Black podcasts)
\$25 iTunes gift certificate
Autographed Back Black Nacho Libre movie poster
A Nacho Libre Luchador Mask
A limited edition Nacho Libre Shirt (will not be available for retail)

Nacho Libre™ is a registered trademark of Twentieth Century Fox Film Corporation. © 2005 Twentieth Century Fox Film Corporation. All rights reserved.

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Nacho Libre

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- A Nacho Libre Luchador Mask
- A limited edition Nacho Libre Shirt (will not be available for retail)

Required Fields:

First Name *
Last Name *
Address *
City *
State *
Zip *
Gender *
Skitt w/enter *
Yes, please send me updates on Nacho Libre and other Postcardman Pictures releases!
Yes, send me more information on future ICED Media events and products!
Libre!

NACHO LIBRE SUPPORTERS:

- listal**
- ICED MEDIA**
- SWITCHPENS**
- THE I-CIGAR BLOG**
- A Socialite's Life**
- LAB PERSONS**
- THE CHARGES VENDING JOURNAL**
- MONDAY MORNING COMMUNA PROMISE**

13GB.com

<http://www.13gb.com>

(100K unique visitors per month)

- Confessional trailer and Confessional #1 featured from homepage

13GB Funny Videos, Photos & Flash Games Updated Daily





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BY FREE	94
BY GEEKY	153
BY HONOR	201
BY NEWS	180
BY PEOPLE	138
BY VIDEOS	302
BY WTF	186

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Sponsors

Spring Break Chicks Movies, Plus and Where to hook up

Outrageously Hot Videos Just barely safe for keeping you from sleeping at work!

Today's Links

Lastest Live Journal Pics **College Babes** **TV Show Montages** **Heavy Video**

Cool Designer T-Shirts Brand New T-shirt Designs from hot hot hot empire

Spring Break Chicks Movies, Plus and Where to hook up

Don't Have a Girlfriend? Use the web!

See your link here

Pool Tricks
Video clip of some average dudes doing some very cool pool tricks...

Broke'bat' Mountain
First it was two lonely cowboys on the plain, now it's two lonely superheroes...

Jack Black behind the scenes of Nacho Libre
On the set in Mexico, JB was given a camera for a day. Here's what he did

13gb.com's Latest Media

	Sheep Go To Heaven... Views: 3 Type: Game
	Trump's High Profile Friends Views: 24 Type: Photo
	Broke'bat' Mountain Views: 44 Type: Photo
	Three 6 Mafia + Oscar Views: 28 Type: Photo
	Star Wars Groomsman Views: 140 Type: Photo
	First Health Ledger, Now Ang Lee! Views: 228 Type: Photo

Sponsor

Jack Black Confessional
Jack Black behind the scenes on the first day of shooting "Nacho Libre"

[prev](#) [next](#)

MEMBER POSTS [SEE VIDEOS](#)

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411 Mania

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

(400K unique visitors per month)

- Nacho Libre contest page featured 3 wrestling-specific confessionals (6, 7, 9), synopsis and movie poster
- Gave away prize pack with DVDs, signed poster and t-shirts
- Homepage feature day of release with 7 out of 10 review

The screenshot shows the 411 Mania website interface. At the top, there's a navigation bar with links for Home, About Us, Movies/TV, Music, Wrestling, Politics, Sports, Games, Forums, and The 411. A search bar is also present. Below the navigation, there's a main content area with a featured article titled "NACHO LIBRE" with a photo of Jack Black. To the right, there are several smaller articles with images, including "THE TAP OUT!", "ASK 411 MUSIC!", and "CHECK THIS OUT!". A sidebar on the left contains a "MOVIES/TV" section with a "FREE Sony PS3" promotion. At the bottom, there's an advertisement for Allstate and a "FAST FORWARD" logo.

ICED Media: Nacho Libre Online Campaign

Confidential

Absolutenow

http://www.absolutenow.com/m/2006_Nacho_Libre.html
(100K unique visitors per month)

- Site included links to Confessionals 4, 5, and the trailers



Nacho Libre (2006)

MOVIE INFORMATION

GENRE:
Comedy

CAST:

- Ana de la Reguera
- Jack Black
- Carla Jimenez
- Efrén Ramirez
- Troy Gentile

DIRECTED BY:
Jared Hess

PRODUCED BY:
David Klawans, Jack Black, Julia Pistor, Mike White

DISTRIBUTED BY:
Paramount Pictures

RELEASED ON:
June 16, 2006

WRITTEN BY:
Jared Hess, Jerusha Hess, Mike White

OFFICIAL SITE:
[click here](#)

MULTIMEDIA:

- [Confessionals Trailer \(Windows Media large\)](#)
- [Confessionals Trailer \(PSP\)](#)
- [Confessionals Trailer \(iPod\)](#)
- [Confessionals - Episode 4 'Film Magic' \(Windows Media large\)](#)
- [Confessionals - Episode 5 'Chariot' \(Windows Media large\)](#)
- [Theatrical Trailer \(Windows Media large\)](#)
- [Theatrical Trailer \(iPod\)](#)
- [Internet Trailer \(Windows Media large\)](#)

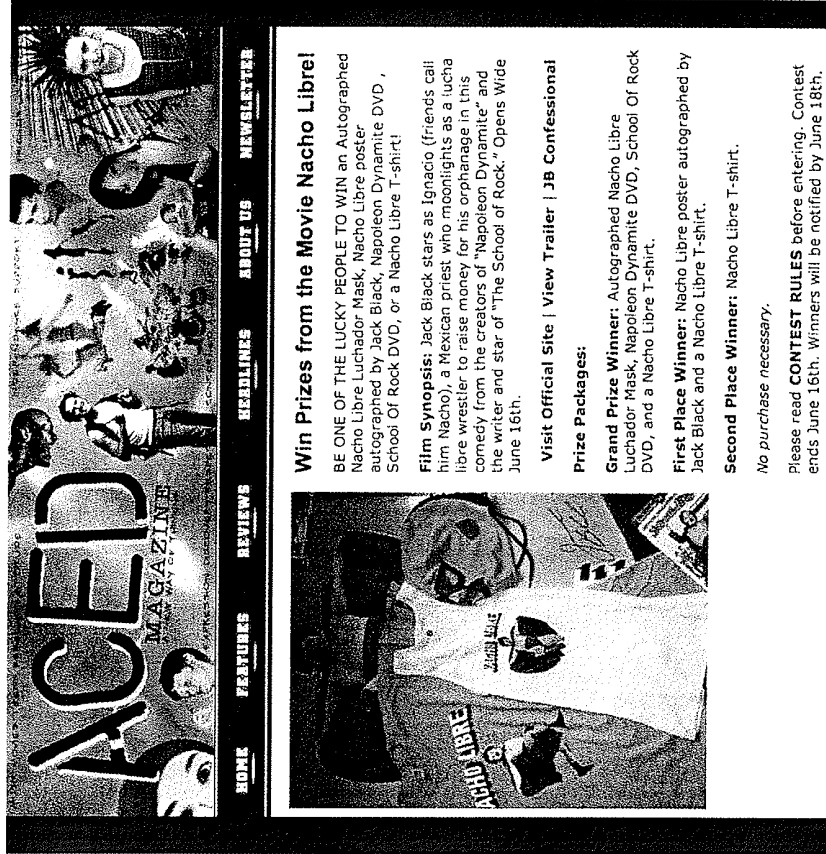
MOVIE STILLS:
[click here](#)

ACED Magazine

http://acedmagazine.com/upcoming_movies.html

(1 million unique visitors per month)

- Nacho Libre contest featured on home page from 5/3 through release week
- Gave away prize pack including signed mask, poster, DVDs and t-shirt
- Contest and upcoming movie pages feature trailer, confessional, official site link and more



Win Prizes from the Movie Nacho Libre!

BE ONE OF THE LUCKY PEOPLE TO WIN an Autographed Nacho Libre Luchador Mask, Nacho Libre poster autographed by Jack Black, Napoleon Dynamite DVD, School Of Rock DVD, or a Nacho Libre T-shirt!

Film Synopsis: Jack Black stars as Ignacio (friends call him Nacho), a Mexican priest who moonlights as a lucha libre wrestler to raise money for his orphanage in this comedy from the creators of "Napoleon Dynamite" and the writer and star of "The School of Rock."

Visit Official Site | View Trailer | JB Confessional

Prize Packages:

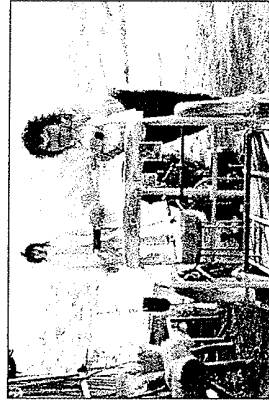
Grand Prize Winner: Autographed Nacho Libre Luchador Mask, Napoleon Dynamite DVD, School Of Rock DVD, and a Nacho Libre T-shirt.

First Place Winner: Nacho Libre poster autographed by Jack Black and a Nacho Libre T-shirt.

Second Place Winner: Nacho Libre T-shirt.

No purchase necessary.

Please read **CONTEST RULES** before entering. Contest ends June 16th. Winners will be notified by June 18th.

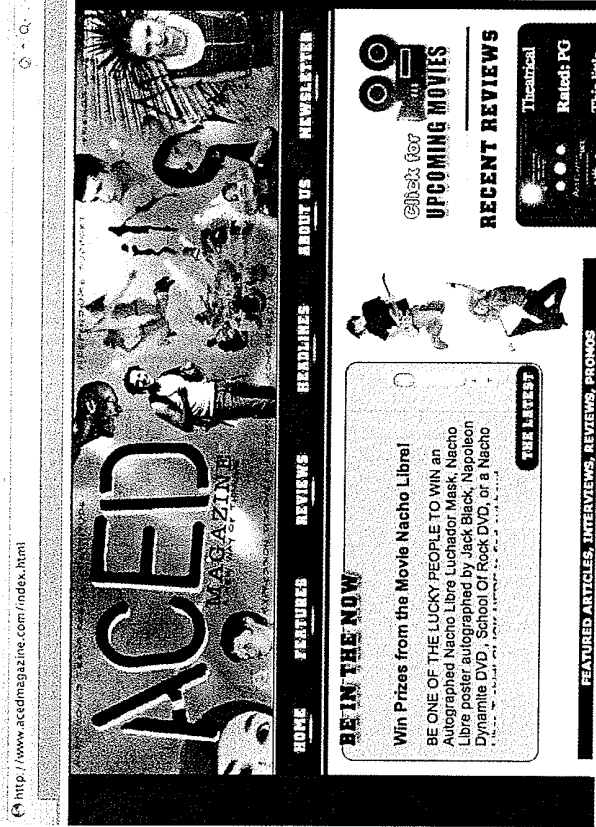


NACHO LIBRE : June 16th 2006

MPAA Rating: Not Rated
Starring: Jack Black, Hector Jimenez, Ana de la Reguera, Richard Monoya, Peter Stormare
Directed by: Jared Hess

Synopsis: Jack Black stars as Ignacio (friends call him Nacho), a Mexican priest who moonlights as a lucha libre wrestler to raise money for his orphanage in this comedy from the creators of "Napoleon Dynamite" and the writer and star of "The School of Rock."

Visit Official Site | View Trailer | Prize Promotion



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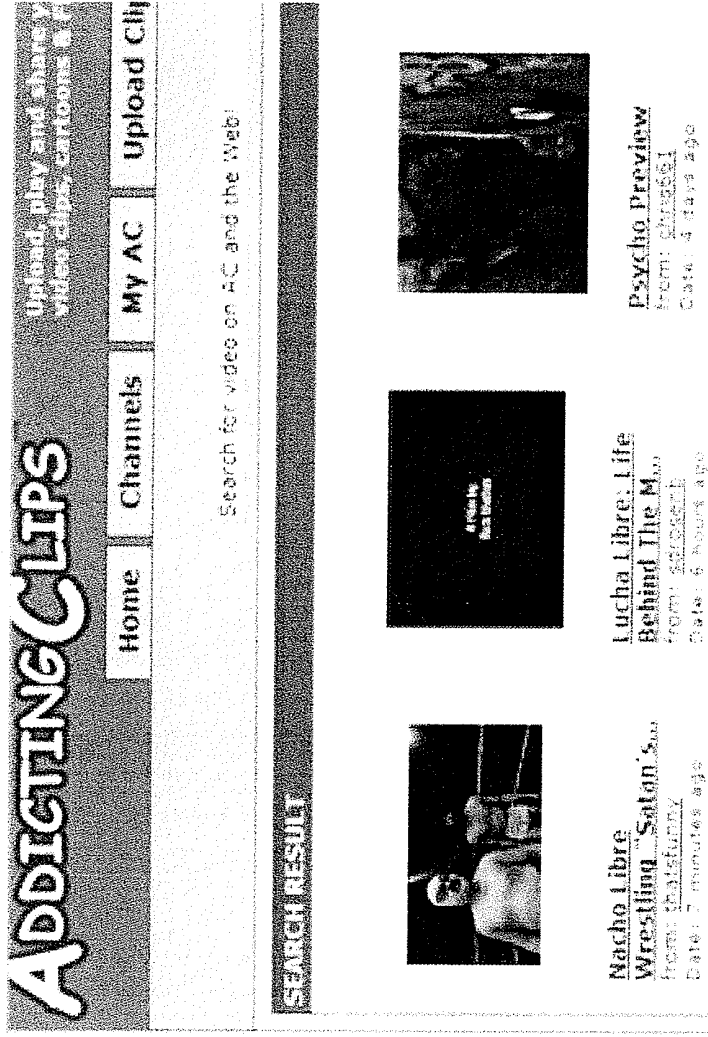
Addicting Clips

<http://www.addictingclips.com>


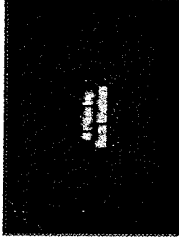

<http://addictingclips.com/Clip.aspx?key=4B7488640D779DC2>

(80K unique visitors per month)

-"Satan's Cavemen" clip uploaded to viral/humor website



The screenshot shows the Addicting Clips website interface. At the top, there is a navigation menu with links for Home, Channels, My AC, and Upload Clip. Below the navigation is a search bar with the text "Search for video on AC and the Web:". The main content area is titled "SEARCH RESULT" and displays three search results. Each result includes a video thumbnail, the video title, the source, and the date.

Thumbnail	Title	Source	Date
	Nacho Libre Wrestling "Satan's Cavemen"	from: thatsturney	Date: 7 minutes ago
	Lucha Libre: Life Behind The Mask	from: srsocent	Date: 6 hours ago
	Psycho Preview	from: chris681	Date: 4 days ago



Ain't it Cool

http://www.aintitcool.com

http://zone.aintitcool.com/viewtopic.php?p=207815#207815

(150K unique visitors per month)

- Our Nacho Libre Photoshopped pictures being commented on message boards
- This post featured the Rosie Photoshopped

<p>Lunker Johnson Joined: 24 Apr 2006 Posts: 1988 Location: Oskaloosa</p> <p>PRIMITIVE SCREWHEAD D Posted: Thu May 25, 2006 4:03 pm Post subject: Hey, Rosie has moods!</p> <p>Back to top</p> <p>taphead Joined: 15 Dec 2005 Posts: 195 Location: New York</p> <p>Keppelbutcare Joined: 15 Jul 2005 Posts: 398 Location: Oskaloosa</p>	 <p>CIVIL WAR</p>	<p>The Vicar AIRWOLF D Posted: Thu May 25, 2006 3:43 pm Post subject: I was going to see this anyway, but I loves me some cameo appearances! Bring it on! "Sometimes the magic works....sometimes it doesn't."</p> <p>Back to top</p> <p>so sorry Deacon Blues D Posted: Thu May 25, 2006 3:46 pm Post subject: worst. photoshop. EVAR!</p> 	<p>Back to top</p> <p>Lord Voidemoo He Who Shall Not Be Milked D Posted: Thu May 25, 2006 3:50 pm Post subject: so sorry wrote: worse. photoshop. EVAR!</p> <p>Agreed, but that makes it funnier.</p>
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Alloy

<http://www.alloy.com>

(1.5 million unique visitors per month)

- Added positive ratings and comments to Entertainment page
- Media buy provided homepage coverage day of release

The screenshot shows the Alloy website interface. At the top, there's a navigation bar with links like 'SHOP', 'entertainment', 'style', 'your life', 'guys', 'boards', 'superquiz', 'book club', and 'win'. Below this is a search bar and a 'FREE CATALOG' button. The main content area features a 'rate it!' section for the movie 'Nacho Libre', which has a rating of 4.5 stars. The movie description includes the release date (June 16, 2006) and a synopsis. Below the description are several user comments, including one from 'Tennis Cuts' dated June 2, 2006, and another from 'C...rie' dated June 2, 2006. The comments are displayed in a threaded format with user avatars and timestamps.

ICED Media: Nacho Libre Online Campaign

Confidential

All Movie Portal / All Movie Photo

<http://allmovieportal.com>

[http://www.allmoviephoto.com/photo/2006 Nacho Libre_photo5.html](http://www.allmoviephoto.com/photo/2006_Nacho_Libre_photo5.html)

[http://www.allmoviephoto.com/photo/2006 Nacho Libre_photo6.html](http://www.allmoviephoto.com/photo/2006_Nacho_Libre_photo6.html)

(100K unique visitors per month)

-Still images from film featured on dedicated Nacho Libre page

The screenshot shows the AllMoviePhoto.com website interface. At the top, there is a navigation menu with links for Home, About, Contact Us, and a search bar. Below the menu is a large banner for the movie 'Nacho Libre' (2006). The main content area is divided into several sections:

- Summary:** Genre: Comedy; Starring: Ana de la Requeza, Jack Black, Carla Jimenez, Efrén Ramirez, Troy Gentile; Director: Jared Hess; Producer: David Klavans, Jack Black, Julia Pistor, Mike White; Distributor: Paramount Pictures; Release Date: June 16, 2006; Writer: Jared Hess, Jenusha Hess, Mike White.
- Official Site:** www.paramount.com/movies/nacholibre
- Multimedia:** Confessionals Trailer (Windows Media Large), Confessionals Trailer (Flash), Confessionals Trailer (iPod), Confessionals - Episode 4 'Film Magic' (Windows Media Large), Confessionals - Episode 5 'Chariot' (Windows Media Large), Theatrical Trailer (iPod), Internet Trailer (Windows Media Large).
- Movie Stills by AllMoviePhoto.com:** A grid of still images from the movie, including Efrén Ramirez in a black and white photo, Jack Black in a white shirt, and Jack Black in a white shirt with a black vest.