

# **Schapiro Exhibit 16 continued**

# AndPOP

<http://andpop.com/96>

- (300K unique visitors per month)
- Nacho Libre prize pack contest featured on homepage
- 2 Movie clips featured on homepage day of release

# Bella Online

<http://www.bellaonline.com>

(300K unique visitors per month)

- Movie feature with trailer and 4 confessional links

The screenshot shows the top of the BellaOnline website. On the left is a navigation menu with links for Auto, Beauty & Self, Books & Music, Career, Computers, Education, Family, Food & Wine, Health & Fitness, Hobbies & Crafts, Home & Garden, Money, News & Politics, Relationships, Religion & Spirituality, Society & Culture, Sports, Travel & Leisure, and TV & Movies. In the center is a search bar. To the right of the search bar is a featured article titled "Jack Black Nacho Libre Confessionals" by Sheila M. Goss, with a "Click Here to Watch" button. Below the article title is a small image of Jack Black from the movie Nacho Libre. The website's logo "BellaOnline" and the tagline "The Voice of Women" are also visible.

## Women in Music Site

**Sheila M. Goss**

BellaOnline's Women's Music Editor

## Jack Black Nacho Libre Confessionals

Paramount Pictures is trying something that I haven't seen previously done before and I think it's a great advertising tool. They have set a new trend with the release of Jack Black "Nacho Libre" confessionals - a look at what happens behind the



scenes with Jack Black on the set of the upcoming movie **NACHO LIBRE**. You never know what will come out of Jack Black's mouth. Be prepared to laugh as the cameras follow Jack Black. You never know what will come out of Jack Black's mouth.

The confessionals are a series of video podcasts on **Apple's iTunes Music Store and Quicktime.com**. The first podcast went out on March 15 and will continue for 10 weeks, leading up to the release of the film in June. Every **Tuesday and Thursday** a new podcast will be available for free.

Here are the first three episodes. Don't forget to download the others weekly. You don't want to miss the crazy wacky world of Jack Black.

Jack Blacks Confessional - Episode 1:



# Bolt

[http://www.bolt.com/thatsfunny/video/361886?cn=TAGS\\_comedy\\_PAGE1](http://www.bolt.com/thatsfunny/video/361886?cn=TAGS_comedy_PAGE1)

- Confessionals 1-19 and all trailers have been uploaded
- Profile was updated with Cinco de Mayo image and info on how to enter our contest
- Clips have been viewed a combined 30,000+ times

The screenshot shows a Bolt profile for 'therealnacholibre'. The profile includes a search bar, navigation tabs (Home, People, Video, Photo), and a list of uploads. The main content area displays a video titled 'confessionals\_ep10\_medium.mov' with a thumbnail showing Jack Black's face. Below the video, there are sections for 'Vitals' (Name: Nacho, Gender: Male) and 'Metadata'.

Nacho Libre Jack Black confessional #15

The thumbnail features Jack Black's face in a circular frame, surrounded by a sunburst pattern. The text reads 'JACK BLACK'S NACHO LIBRE Confessional EPISODE # 15: KICKASS MOVIE'. Below the thumbnail are playback controls and social sharing options.

Jack talks about other comedians' jealousy. Check out the fifteenth instalment of Jack Black's confessionals behind the scenes of his new comedy "Nacho Libre." in theaters June 16

### My Uploads

A grid of video thumbnails from the 'My Uploads' section. Each thumbnail shows a different scene from the 'Nacho Libre' confessionals, with titles like 'Nacho Libre Confessional', 'Nacho Libre Confessional', and 'Nacho Libre Confessional'. Each thumbnail includes a small 'Bolt' logo in the top right corner.

Break.com

<http://www.break.com>

<http://my.break.com/MediaView.aspx?ContentID=112873>

(5 million unique visitors per month)

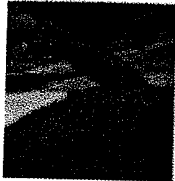
-"Satan's Cavemen" clip uploaded to viral/humor website



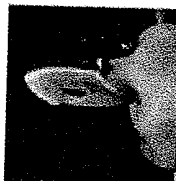
HOME MOVIES PICTURES GAMES & STUFF MY BREAK SUBMIT CONTENT  
All Movies Just Submitted BSNW

**JUST SUBMITTED**

Take a look at the videos being uploaded right now. Remember, these have not been chosen for the site & are of a variable Break homepage yet. Are they good enough? Rate them and let us know!



Date Posted: 11 minutes ago  
Posted By: BSNW  
Title: took out...  
Description: she almost takes the whole damn thing... NSFW



Date Posted: 28 minutes ago  
Posted By: BSNW  
Title: Take's Libe Dressing Satan's Cavemen!  
Description: Jack Black stars as Nacho as he savories a pair of very small potatoes in this clip.



# Buliz-Eye (cont.)

[Home](#)
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[http://www.buliz-eye.com/mguide/interviews/2006/jared\\_hess.htm](#)

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## Interview with Jared Hess

By Jason Zergala (jzergala@buliz-eye.com)  
05/15/06

[Mexico Home](#) / [Entertainment Channel](#) / [Buliz-Eye Home](#)

With *Napoleon Dynamite* finally behind him, writer/director Jared Hess will try to duplicate the cult success with the release of the new *Jack Black* comedy, *Nacho Libre*. Jared found time in his incredibly busy schedule to sit down and talk with Buliz-Eye.com, and after speaking with him for only a couple of minutes it was clear that this guy is *Napoleon Dynamite* (though he only admitted to being *BSS*). Jared also discussed more about the world of *Luche Libre*, his earlier experiences working on independent features, and what the future has in store for him.

**Buliz-Eye:** Hey Jared, how are you?

**Jared Hess:** Hi, good.

**BE:** Well, I know you've been busy, but I do appreciate you taking the time out to talk with me. I just saw *Nacho Libre* last night and I have to say that I have mixed feelings. The potential was certainly there, but the story didn't move quite as quickly as it could have. Then again, I absolutely hated *Napoleon Dynamite*; the first time I saw it and now it's one of my favorite films.

**JH:** (laughs)

**BE:** I think that your movies sometimes require multiple viewings, because there are so many layers there. Do you feel that this will be the same for *Nacho Libre*?

**JH:** Man, I'dunno. That's a good question. We'll have to wait and find out. I guess, I've directed both movies, and it definitely has my comic sensibility in both of them, and I think that they're both very different words, but we'll just have to wait and see.

**BE:** Far enough. You've also mentioned before that you're a fan of the *Santo* films. Did this have any influence on your decision to make a film about *Luche Libre*?

**JH:** Definitely. I've been such a big fan of (in the perfect Spanish accent) *Luche Libre* for such a long time. It's wonderful opportunity to make a film about that world. I was very excited and passionate about it.

**BE:** To clear a few things up about the film, Jack Black's character (*Nacho*) actually isn't Mexican, now is he?

[Vagina Online](#)  
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**BE:** To clear a few things up about the film, Jack Black's character (*Nacho*) actually isn't Mexican, now is he?

**JH:** No, he's a guero. (Note: Guero is a Mexican term that means "white man.") Jared and I got into a brief discussion about the term, and then Jared puts me on hold to lend to his two newly born children with wife (and co-writer) Jerusha Hess. When he returned to the phone, we had been disconnected. Fortunately, we were back up and talking in under a minute.

**BE:** Glad to hear your voice. Now, you wrote *Dynamite* with your wife, but this time around, the pair of you actually co-wrote with Mike White ("The School of Rock", "Chuck & Buck"). How did you guys come about teaming up with him?

**JH:** I've been a fan of Mike for a very long time, and was able to meet him and Jack (Black) after *Dynamite* came out. We decided that we all wanted to collaborate together, and Mike and Jack had recently formed a production company, and when the idea for this project came about, it was something that happened very naturally and quickly.

**BE:** And did Jack have any impact on the final product, like improvising your carefully written lines?

**JH:** Jack really likes to be prepared. He's very talented at what he does, and is a very smart comedian. So, yeah, he often does, but he also likes to be prepared.

**BE:** Jack doesn't deserve all the limelight though, Efrén Ramirez could be considered one of the scene-stealing stars of *Dynamite*, and in *Nacho*, you have another relative unknown in Hector Jimenez.

**JH:** Right.

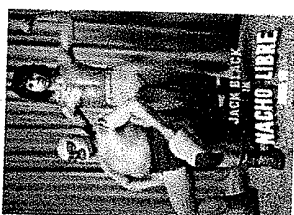
**BE:** What possesses you to create such oddball characters, and why do you think they're so appealing?

**JH:** I'm just very interested in characters and personalities that you're not really used to seeing on screen. Hector was someone who came to one of the first auditions in Mexico City, and Mike White was in town, and he was actually auditioning for a different role. After he was done, I said "this guy can play this character and this character, but ultimately we decided that the dynamic between him and Jack was too much fun, and it was too hard to pass up."

**BE:** I completely agree. Hector was by far the best part of the film, and it's always nice to see a pure comedy doc. In fact, *Dynamite* and *Nacho* are what I like to refer to as pure comedies. And by that I mean that it carries a PG rating. Do you feel that, as a Mormon, you bring a different style of filmmaking to Hollywood?

**JH:** Yeah. Just the accumulation of experiences for me growing up and how I was raised. You know, I moved around a whole lot, and coming from a big Mormon family of six boys, and all those things have an effect on the type of filmmaker that I am. I don't really think about a rating when I'm involved in something, it's just whatever better serves the characters and the story. That's what I try and stay focused on.

**BE:** It seems that the Mormon film community has its own little genre - my personal favorite being *God's Army*. - But you actually worked as a camera assistant on *The R.H.I.*, possibly one of the most popular Mormon comedies. How was that experience being a novice entering the industry?





## Buzz Patrol

<http://www.buzzpatrol.com>

(100K unique visitors per month)

- Trailer featured on movies page



Movies at Buzz Patrol

<http://www.buzzpatrol.com/news/movies/>

Campbell-helmed film, which began principal photography January 27 in Prague.

As long as Daniel Craig doesn't come off as the douche he seems to be, this will probably turn out okay. *Just okay.*  
**LINK**

**JASON VORHEES LIVES!**  
**POSTED AT 11:56 AM ON FEBRUARY 15, 2006 IN MOVIES**

Michael Bay has been charged with breathing new life into Jason Vorhees and resurrecting the Friday the 13th franchise with a prequel... the 11th installment in the hearty horror series for New Line Cinema by October — on Friday the 13th, natch.

Note to Mr. Bay: Jason was cool in 1980. Note to E!: Your a long way from having enough cred to say natch.  
**LINK**

**NACHO LIBRE**  
**POSTED AT 04:04 PM ON FEBRUARY 07, 2006 IN MOVIES**

Jack Black is Nacho Libre. *Whta?* Yes. Nacho Libre — he's a mexican wrestler. Check out the trailer. From the director of Napoleon Dynamite.  
**LINK**

CanMag

<http://www.canmag.com>

(125K unique visitors per month)

- Homepage feature including new photos, Xbox Live info and link to soundboard



**CANMAG**  
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Next: Politics, Baseball, Road Safety, Radio, May 23, 2006  
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Headline: 'Tons of Nacho Libre Sells 1  
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Over the Hedge Movie Review Dreamworks' latest animated outing proves they can't do it alone.  
Race Against Jack Black on Xbox Live in anticipation of Nacho Libre.  
First Pirates of the Caribbean 3 Pic? Jack Black looking spiffy.

**Jack Black stars as Ignacio (friends call him Nacho), a Mexican priest who this comedy is a Latin ultra wrestler to raise money for his orphanage in this comedy. He is the star of 'The School of Rock'.**

**For a little more Nacho Libre fun, check out the Nacho Libre Soundboard.**

**Nacho Libre will be released to theaters on June 16th. For trailers, posters, movie stills, commissions, synopses and more movie info, go to the Nacho Libre Movie Page.**

**Stay tuned for updates.**

**PHOTO: JAMES HARRISON/SONY PICTURES CLASSICS**

CCS

<http://ccs.com/contests>  
<http://ccs.com/contests/nacholibre/>

(900K unique visitors per month)

- Trip to the Premiere Contest featured on CCS.com homepage and contest hub

- CCS.com also featured Nacho Libre content on their entertainment hub and included in 2 newsletters

The screenshot shows the CCS.com homepage with a navigation bar at the top containing links for SHOP CCS, SMART STORE, GAMES, CONNECT, CCS TEAM, MOVIES/MUSIC/VIDS, and CONTESTS. The main content area is divided into several sections:

- NEW ITEMS!**: Promoting a "GTS PROM SUITTEE" for \$21.99 and "ADIO EUGENE" for \$54.99.
- FREE SHIPPING!**: A promotion where you save \$50 on orders over \$500.
- NEW ARTICLES AND MORE!**: A section for "SKATEBOARDER MAGAZINE" featuring articles on "Princess Special" and "Greatest Show".
- QUIZES AND GAMES**: A section for "State's best-selling 101" and "Have you ever seen Bag of Bones?".
- CONTESTS**: A section for "Winna Wrasste?" and "Nacho Libre Premiere".
- SHOP**: A section for "SPOTLIGHT" and "NEW TRX ONLINE CATALOG".
- GET IN THE GAME!**: A section for "CHECK OUT CCS NEWS & REVIEWS FOR VIDEO GAME REVIEWS, NEWS, TIPS AND TRICKS AND MORE!".
- MORE TRIX**: A section for "50 TRIPS" and "How often do you skate?".
- INSIDE CCS**: A section for "Check out our brand's sneak peek" and "Kick it with other boarders".

The screenshot shows the CCS.com "CONTESTS" page. At the top, there is a navigation bar with links for SHOP CCS, SMART STORE, GAMES, CONNECT, CCS TEAM, MOVIES/MUSIC/VIDS, and CONTESTS. The main content area features a large "CONTESTS" heading and a "FREE CATALOG" button. Below this, there is a section for "vitaminschool" with a "vitaminschool" logo and a "vitaminschool" button. The page also includes a "PRIVACY POLICY" link and a "FREE CATALOG" button.


The screenshot shows the CCS.com "Nacho Libre Sweepstakes" page. At the top, there is a navigation bar with links for SHOP CCS, SMART STORE, GAMES, CONNECT, CCS TEAM, MOVIES/MUSIC/VIDS, and CONTESTS. The main content area features a large "Nacho Libre Sweepstakes" heading and a "NACHO LIBRE" button. Below this, there is a "PRIZES ARE AWARDED" section with a list of prizes: "2 Tickets to Nacho Libre Premiere", "2 Concert Tickets", and "1 Year Subscription". The page also includes a "PRIZES ARE AWARDED" section with a list of prizes: "2 Tickets to Nacho Libre Premiere", "2 Concert Tickets", and "1 Year Subscription". The page also includes a "PRIZES ARE AWARDED" section with a list of prizes: "2 Tickets to Nacho Libre Premiere", "2 Concert Tickets", and "1 Year Subscription".

# The Celebrity Café

<http://www.celebritycafe.com>

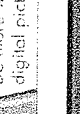
(3 million unique visitors per month)

- Nacho Libre prize pack giveaway featured on homepage
- Contest gave away signed poster, t-shirt, Napoleon Dynamite and School Of Rock DVDs
- Contest page featured synopsis, photos and official site link
- Confessional #11 featured in downloads hub



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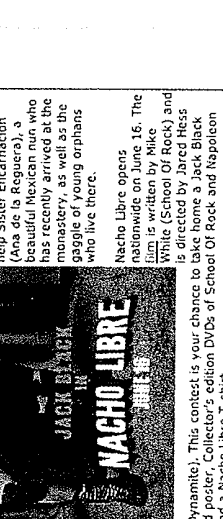
**Win An Autographed Nacho Libre Prize Pack**

Nacho (Jack Black) is a young man who was raised in a Mexican monastery in Oaxaca and now works here as the cook, and he has been named to be the number one place from local Lucha Libre tournament and becoming one of the Luchadores. Naturally, Nacho isn't acting out of purely altruistic measures, as he wishes to help Sister Encarnacion (Ana de la Reguera), a beautiful Mexican nun who has recently arrived at the monastery, as well as the gaggle of young orphans who live there.

Nacho Libre opens worldwide on June 16. The film is written by Nacho Libre (School Of Rock) and is directed by Jared Hess (Napoleon Dynamite). This contest is your chance to take home a Jack Black autographed poster, Collector's edition DVDs of School Of Rock and Napoleon Dynamite and a Nacho Libre T-shirt.

**Prizes**

- 2 Grand Prize Winners will receive:
  - A Prize Pack including:
    - Nacho Libre poster autographed by Jack Black
    - Napoleon Dynamite DVD ("like, the best special edition ever")
    - School Of Rock DVD (collector's edition)
    - Nacho Libre T-shirt




**JACK BLACK**  
**NACHO LIBRE**

ICED Media: Nacho Libre Online Campaign

Confidential





**WINNER BELLE**  
YUNZAIYUNNI

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**Download ADDED!**

We have received the following download:

**Title:** Jack Black's Nacho Libre Confessional #11

**Category:** Video

**Description:** Nacho Libre in theaters June 16

**Filename:** Jack Black Does His Own Stunts

**ClipFormat:** Quicktime

**URL:** [http://www.nacholibre.com/public/idea\\_files/conf\\_10confessionals\\_ep10\\_large.mov](http://www.nacholibre.com/public/idea_files/conf_10confessionals_ep10_large.mov)

**siURL:** [http://file.akamai.com/77699/wmv/paramount/download/akamai.com/50/mp/nacho\\_libre/conf\\_10/confessionals\\_ep10\\_large.asx](http://file.akamai.com/77699/wmv/paramount/download/akamai.com/50/mp/nacho_libre/conf_10/confessionals_ep10_large.asx)


**Home:** Video : Movies : Jack Black in Nacho Libre

**Next:** NACHO LIBRE starring Jack Black and written and directed by Jared Hess is in theatres June 2nd.

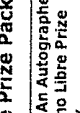
**Jack Black stars as Ignacio (friends call him Nacho), a Mexican priest who moonlights as a lucha libre wrestler to raise money for his orphanage in this comedy from the creators of "Napoleon Dynamite," and the writer and star of "The School of Rock."**

**Nacho Libre Theatrical Trailer**


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# Chat Avenue

<http://www.chat-avenue.com/forums/showthread.php?p=1601878#post1601878>

(3 million unique visitors per month)

- Our Nacho Libre Photoshopped pictures were posted on message boards

