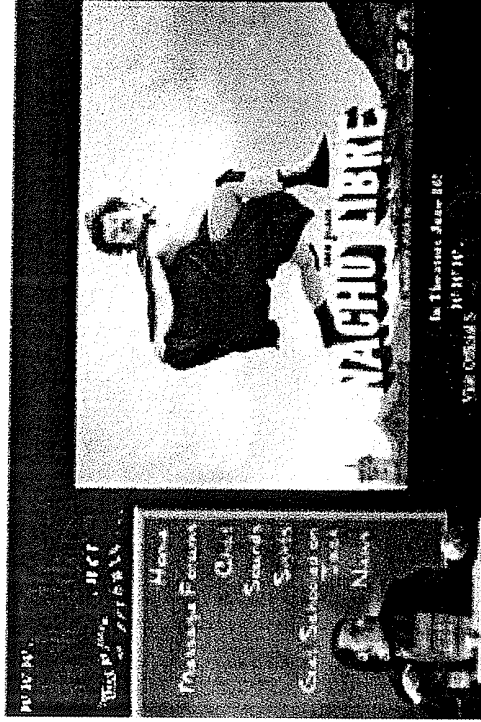


Schapiro Exhibit 16 continued

JackBlack.net

<http://www.jackblack.net>

- 10K unique visitors per month)
- Fan site linking to ACED Magazine contest
- Includes movie poster image and trailer
- Site created animated GIF from the new batch of still images we sent them, and placed it on front page of site in week of release, along with links to confessionals #12, 13, and 18.



Win Prizes from the Movie Nacho Libre!

BE ONE OF THE LUCKY PEOPLE TO WIN an amazing Nacho Libre JackBlack Movie, Nacho Libre poster autographed by Jack Black, Suspicious Dyslexia DVD, School CD Book DVD, or a Nacho Libre T-shirt!

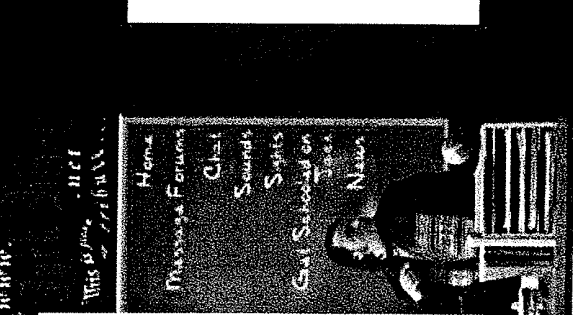
Plus Synopsis, JackBlack.net as IMDb.com, (finally) all new Nacho Libre Movie on print also available in a book, Bar, arcade, restaurant, or bar restaurant in his country. From the winners of "Napoleon Dynamite" and the writer and star of "The School of Rock." Openable June 16th.

Prize Packages:

Grand Prize Winner: Autographed Nacho Libre JackBlack Movie, Suspicious Dyslexia DVD, School CD Book 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.



Win Prizes from the Movie Nacho Libre!

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

Second Place Winner: Nacho Libre T-shirt.

ICED Media: Nacho Libre Online Campaign

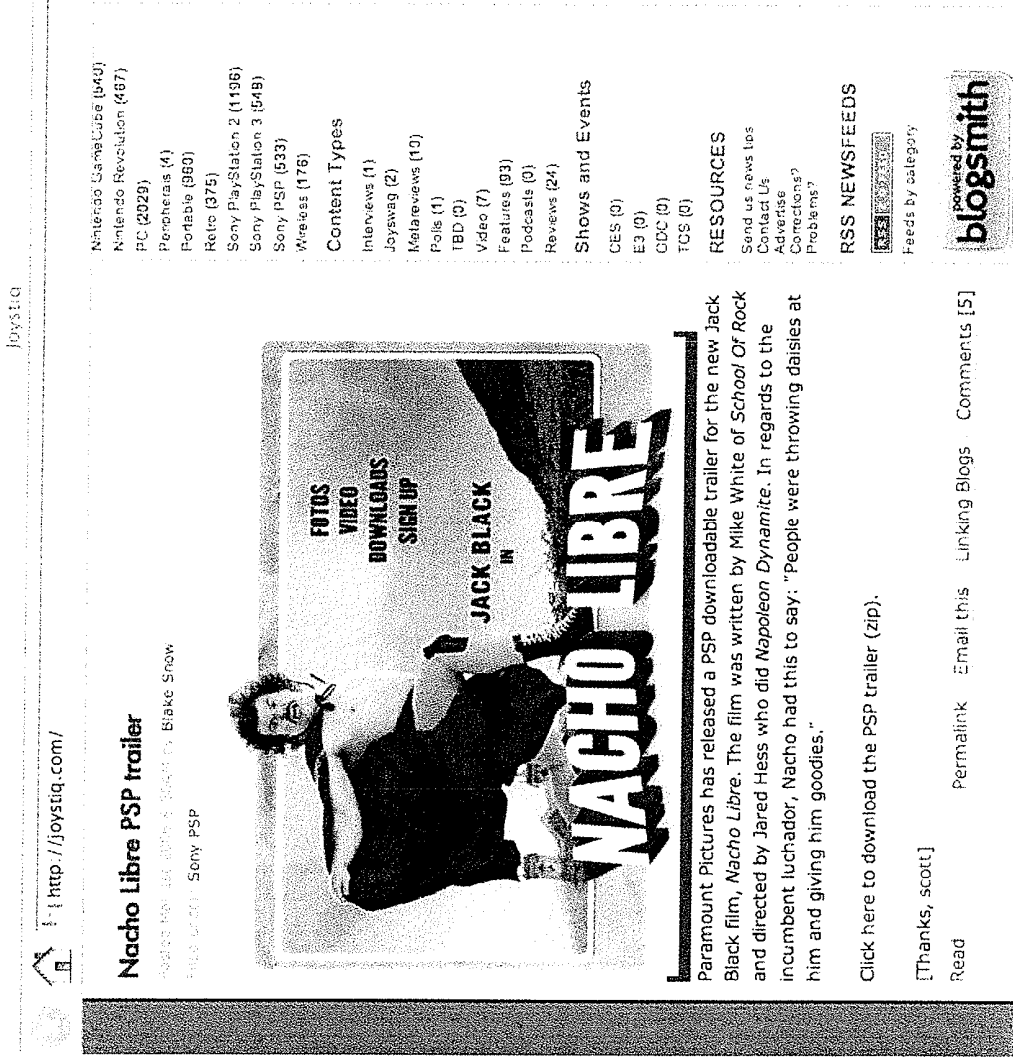
Confidential

Joystiq

<http://www.joystiq.com>

(100K Unique visitors per month)

- Homepage feature includes PSP downloadable trailer, official site link and photo



The screenshot shows a web browser window with the URL <http://joystiq.com/>. The page features a navigation menu with various categories and their counts: Nintendo GameCube (543), Nintendo Revolution (467), PC (2029), Peripherals (4), Portable (360), Retro (375), Sony PlayStation 2 (1196), Sony PlayStation 3 (548), Sony PSP (533), and Wireless (176). Below the menu is a sidebar with 'Content Types' including Interviews (1), Joyswag (2), Meta-reviews (10), Polls (1), TBD (0), Video (7), Features (93), Podcasts (0), and Reviews (24). The main content area displays a post titled 'Nacho Libre PSP trailer' by Blake Snow, dated 11/03/07. The post includes a large image of Jack Black in a black tank top and shorts, holding a PSP. Text on the image reads 'FOTOS VIDEO DOWNLOADS SIGN UP' and 'JACK BLACK IN NACHO LIBRE'. The post text states: 'Paramount Pictures has released a PSP downloadable trailer for the new Jack Black film, *Nacho Libre*. The film was written by Mike White of *School Of Rock* and directed by Jared Hess who did *Napoleon Dynamite*. In regards to the incumbent luchador, Nacho had this to say: "People were throwing daisies at him and giving him goodies."' Below the text are links for 'Click here to download the PSP trailer (zip)', '[Thanks, scott]', and 'Read'. At the bottom of the post are links for 'Permalink', 'Email this', 'Linking Blogs', and 'Comments [5]'. The right sidebar contains 'RSS NEWSFEEDS' with a 'powered by blogsmith' logo and a 'Feeds by category' section.

ICED Media: Nacho Libre Online Campaign

Confidential

Keep Me Busy

<http://www.keepmebusy.com>

(100K unique visitors per month)

- Confessional 1 and teaser featured on homepage of viral/humor site

Keep Me Busy

Sweet Media: [New Photo Albums and Blogs](#)

SIGN UP TODAY FOR A FREE MEMBERSHIP

Forget uploading pictures to those image places, now you can upload up to 50 images for FREE and keep them in one organized photo album! Also newly added to the KeepMeBusy profiles is BLOGS. You will now be able to blog on your profile for everyone to see. Other members are able to comment and send messages back and forth. The KeepMeBusy community is growing daily so tell a friend and earn points for some pretty cool prizes

Newly Added

1 2 3 4 5 6 7 8 9 >>

Game: MJ Skater
Help MJ finish his adventure on his new skateboard, avoid spikes, bugs, cars and collect all the potion.
Not rated
0 comment(s) | 0 vote(s) | Added: March 14, 2006
Add To Favorites | Added By: [MJ Admin](#)

Movie: Who is the father?
This guy dances on stage when he finds out he is not the father.
Not rated
0 comment(s) | 1 vote(s) | Added: March 14, 2006
Add To Favorites | Added By: [MJ Admin](#)

Movie: Crazy Car
Watch as this car skids right by all the slow moving cars
Not rated
0 comment(s) | 2 vote(s) | Added: March 14, 2006
Add To Favorites | Added By: [MJ Admin](#)

Link: Behind the Scenes of NACHO LIBRE
Jack Black takes us behind the scenes on the set of his new movie in Mexico.
Not rated
0 comment(s) | 0 vote(s) | Added: March 14, 2006
Add To Favorites | Added By: [MJ Admin](#)

Random Media

Sponsors: [They Keep Us Free!](#)

verizon

The best value in broadband
Now as low as
\$14.95/mo.
for up to 768k
First month FREE
CHECK AVAILABILITY

Sweet Links: [Check These Out](#)

[Dial Loans](#): Get 17.9% (low) 0% Cost: 0 Point in fees!
[Zero Point Lending](#): Refinance, cashout
[Need Cash?](#)! but you can find someone today if you sign up here.
[Farm Stock](#): Stock Market: The Silver Shortage is driving up stock prices. Get in now!
[Hate Working Brains?](#) Where the hottest college grads play!
[Safety](#): [FREE!](#) [Eye](#) [Safety](#): You Won't Believe Your Eyes!
[Free](#): [Games](#): [Play](#) for free. Win Real cash. [Play](#)



Keep Me Busy

<http://www.keepmebusy.com/>



Link: Jack Black on the set of Nacho Libre
Jack Black behind the scenes confessional part II on the set of Nacho Libre

Not rated

0 comment(s) | 0 vote(s)

Add To Favorites | Added By: [MJ Admin](#)

Added: March 28, 2006

Kill My Day

<http://www.killmyday.com>

(80K unique visitors per month)

- Nacho Libre Confessional #1 featured on homepage of viral/humor website

The screenshot shows the homepage of the website 'Kill My Day'. At the top, there is a navigation menu with buttons for 'Home', 'Funny', 'Games', 'Internet', 'Violence', 'Celebrities', and 'Adult Club'. Below the menu, there are several sections:

- QUICK LINKS:** Tiny Free TGP, Exclusive Stuff, Galleries, Videos, Games, Celebrities.
- USER MENU:** Logged in as: Ghost, Sign Up / Login, Submit, Contact, Add Favorite, Home.
- SEARCH:** A search bar with a 'Search' button.
- Featured Content:** A row of five 'Play #1' through 'Play #5' buttons, each with a small image and a 'MOVIE' label. Below this row is a link: '100's more free movies @ GroovyBus.com!'. To the right of this is a 'Next Page >>' link.
- Main Article:** A large image of a movie poster for 'NACHO LIBRE'. Below the image is the text: 'JACK BLACK IN NACHO LIBRE (EXCLUSIVE LOOK): 43 new sneak peek, behind the scenes of nacho libre- the new jack black film!!!!!! check it out looks hilarious'. Below the text are the details: 'From: sammyp', 'Online: 2 h:29 m', and 'Open Link | Add Comment'.
- Footer:** 'COOLVIDEO' and 'Repost | Dead | Send'.

kiwibox

<http://kiwibox.com>

<http://www.kiwibox.com/contest/771>

(1.5 million unique visitors per month)

- Nacho Libre contest featured prominently on homepage and contest hub
- Contest feature includes links to official site, trailer and confessional 13
- Homepage placement from May 1 thru release

Contest Calendar

Win a Nacho Libre Luchador mask signed by Jack Black and more in the **Nacho Libre Contest!**

Enter the **IBS/AVA Contest!** for a chance to win a 60GB iPod Video and more!

Win the entire **Now Music catalog** in the **Now 21 Contest!**

Enter the **Earth Hill Contest!** for a chance to win an iPod Nano signed by Faith Hill!


Win a 30GB iPod Video and more in the **Christina Milian Contest!**

Enter the **Nick Cannon Contest!** for a chance to win a prom dress valued at \$450!

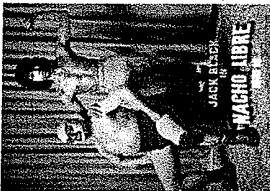
Contest Calendar

One lucky Grand prize winner will receive an autographed **Nacho Libre** movie poster, an autographed **Nacho Libre** Luchador mask, **School Of Rock** DVD, **Napoleon Dynamite** DVD and a **Nacho Libre** t-shirt!

Runners-up: Three runners-up will each receive **Nacho Libre** t-shirts.



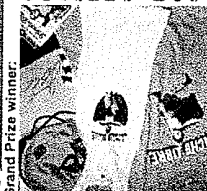
NACHO LIBRE



NACHO LIBRE

Nacho Libre opens nationwide on June 16. The film is written by Mike White (*School Of Rock*) and is directed by Jared Hess (*Napoleon Dynamite*).

Grand Prize winner:



Kiwibox

For more information on Nacho Libre, check out the [official website](#).

Check out the **Nacho Libre** trailer [right here](#).

While you're at it, watch Jack Black's **Nacho Libre** confessional [right here](#).

Nacho (Jack Black) is a young man who was raised in a Mexican monastery in Oaxaca and now works there as the cook, and takes it upon himself to rescue the holy place from financial ruin by joining a local Lucha Libre tournament and becoming one of the 'Luchadores'. Naturally, Nacho isn't acting out of purely altruistic motives, 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 nationwide on June 16. The film is written by Mike White (*School Of Rock*) and is directed by Jared Hess (*Napoleon Dynamite*).

Movie Trailers

Nacho Libre

EarthLink trueVoice

KEEP TALKING.

Unlimited broadband phone service for only **\$24.95/mo**

Learn more

ASPY Pickford
Coquette of Hollywood

March of the Penguins
Movie Review
Now on DVD Documentary



NACHO LIBRE



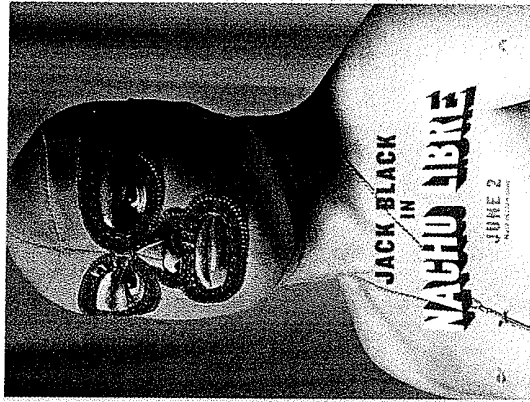
iCED Media: Nacho Libre Online Campaign

Confidential

Kotaku.com

<http://www.kotaku.com>

- Nacho Libre PSP downloadable trailer featured on home page
- Feature included photo, official site link and YouTube link
- Site featured Xbox Game With Fame video and photos



NACHO LIBRE, JACK BLACK'S NEW MOVIE, IS WRITTEN BY THE SCHOOL OF ROCK'S MIKE WHITE AND DIRECTED BY HAZARDEN DYWIDAK. JACK IS UP NEXT, BUT FIRST, INSPIRENTLY THE INTERVIEW WITH THE #1 STARBUCKS FRANCHISE FOR THE REVISION PUBLISHING ON THE 99th.



Starbucks (PSP Version) (4:41)

Video: Jack Black Playing PGR3

The Xbox crew videoed Jack Black's recent Game with Fame session. The look on Black's face is priceless when he hits his first game and the first thing he hears is "What's up Jack rock oooooo!" Yeah, that's your fan base buddy.

The video ends with Black saying "It's no secret I'm a gamer. My skills are sharp. My skills are extremely sharp." Yeah, but we don't see you wrapping your girly hands around the controller for a little Halo 2, do we? BRAY CRECENTE

Jack Black is a Gamer: "My Skills are Sharp..." [Gamerscoreblog]

READ MORE: PGR3, GAME, GIRLY HANDS, HALO 2, JACK BLACK, WITH

(2 COMMENTS)



Manic Mess

<http://www.manicmess.com>

(10K unique visitors per month)

- Confessional 13 posted on homepage, "I can't wait to see this..."



manic mess

[« some random fun stuff coming up... | Main | lazy thursday.](#)



jack black dons fights, rocks world.

[i can't wait to see this.](#)

[http://www.manicmess.com/2007/07/24/07/ | Permalink](#)



Medicine Films

<http://www.medicinefilms.com>

http://www.medicinefilms.com/player.php?clip_id=186221
(200K unique visitors per month)

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


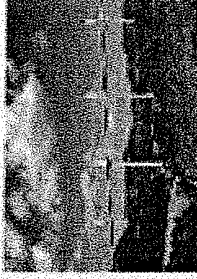
Medicine Films
Viral: [Free Video](#) [Wegging Community Call](#) [Health](#) [Education](#)

Home | Videos | Assignments | Community | Health

IGN FilmForce
The Ultimate Resource for Movies Downloads and Exclusive Features

Funny RingTones
Available Right Now! Free! Works On All (and Phones.)

Watch

	Nacho Libre Wrestling "Satan's Cavemen" Access: 2008-02-15 17:54:50 Views: 0
	????? Access: 2008-02-15 17:51:32 Views: 0

Today's Featured Films

Nacho Libre Wrestling "Satan's Cavemen"
Jack Black stars as Nacho as he wrestles a pair of very small fighters in this clip from "Nacho Libre" in theaters June. [From RINGTONE](#)

Added: Jun 15, 2008 5:24 PM in ASSORTED FUNNY
1979 Jack black nacho libre wins funny humor napsleon dynamite
Comments: 0
Views: 0
Pages: 0
[More Info](#)

migente

http://www.migente.com/home/entertainment/video_library.html?video_keyword_search_submit=1&video_keywords=nacho

(60K unique visitors per month)

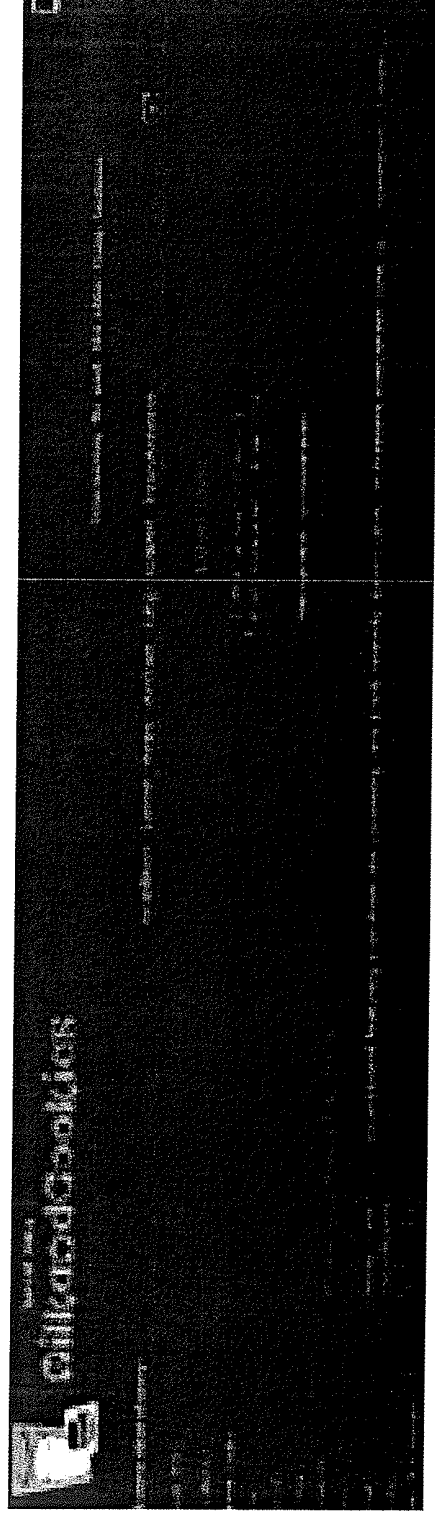
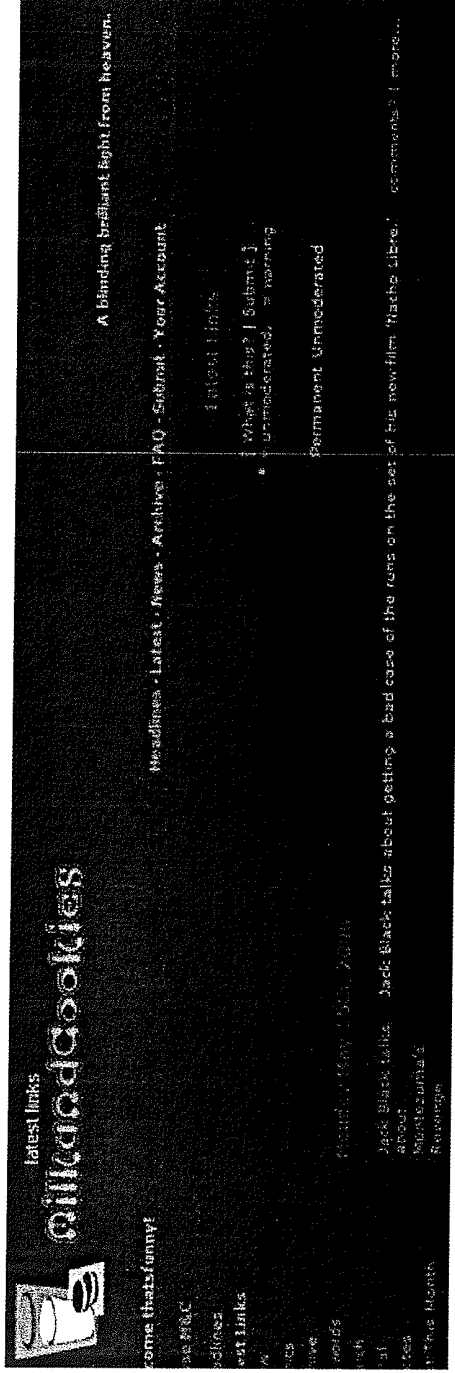
- Feature included trailer and 2 confessionals (10 & 11)

The screenshot shows the website interface for migente.com. At the top, there is a navigation bar with links for 'My Account', 'Logout', and 'Help'. Below this is a secondary navigation bar with 'cornerbone' and 'edit' links, and 'Notes', 'IM', and 'My Page Log' links. The main content area is titled 'Video Details' and features a search bar with the text 'Search through 16,171 videos'. A list of video categories is displayed, including 'All Videos (16171)', 'Movie (6759)', 'Short (2849)', 'Viral Video (2495)', 'Music Video (1765)', 'Video Games (744)', 'Television (1103)', and 'Adrenaline (456)'. The featured video is 'Nacho Libre', with a thumbnail image of Jack Black and a description: '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.' Below the video player, there are two comments from 'thatsfunny' and 'cornerbone'. The 'thatsfunny' comment is dated 4:18 pm and includes a URL to a YouTube video. The 'cornerbone' comment is dated 4:31 pm and mentions 'confessionals'. A 'Report Abuse' link is visible next to each comment.

Milk and Cookies

<http://www.milkandcookies.com>

- Confessionals 10, 11 and soundboard featured on homepage



ICED Media: Nacho Libre Online Campaign






Confidential


Movie Web

<http://www.movieweb.com>

(5 million unique visitors per month)

- Confessional teaser featured on homepage
- Nacho page included pictures, trailers and confessionals

- **Jack Black Confessional #6: Body Double**
[Watch Now](#)
- **Jack Black Confessional #7: Nuevo Luchador**
[Watch Now](#)
- **Jack Black Confessional #8: Day Off Plans**
[Watch Now](#)
- **Jack Black Confessional #9: Got Wraslin' To Do**
[Watch Now](#)
- **Movie: Nacho Libre**
[Watch Now](#)






POSTER ART
JACK BLACK
NACHO LIBRE
Poster #1
BUY THIS POSTER

RELEASE DATE: June 2nd, 2006
DIRECTOR: Jared Hess
WRITER: Jared Hess, Jerusha Hess, Mike White
STARRING: Jack Black, Ana de la Reguera, Héctor Jiménez, Richard Montoya, Peter Stormare
STUDIO: Paramount Pictures
GENRE: Comedy
OFFICIAL SITE: Not Available
RATING: NONE

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 "School of Rock."


[Read The Full Synopsis](#)

Video Spotlight:

-  [Trailer](#)
-  [Theatrical Trailer](#)
-  [Jack Black Confessionals Trailer](#)

[Watch More Video Clips](#)

Image Galleries:

-  [Movie Skills](#)

Movies Videos

<http://www.moviesvideos.com/showthread.php?p=45110#post45110>

(75K unique visitors per month)

- Photoshops posted, sparking Nacho Libre discussion on movie message board



The screenshot shows a forum post on the 'Movies Videos' website. The page header includes the site logo and navigation links: REGISTER, FAQ, RE MEMPS, CALENDAR, WHAT'S NEW, and SEARCH. The main content area features a post by user 'thatsfunny' (Junior Member) with the title 'Nacho Libre Cameo' and the text 'Who knew there would be such a great cameo?'. The post includes a large image of a woman in a white bikini. A 'POST REPLY' button is visible below the post. The right sidebar contains a login form with fields for 'User Name' and 'Password', a 'Remember Me?' checkbox, and a 'Log In' button. The footer of the page reads 'ICED Media: Nacho Libre Online Campaign'.

Music Flavor

<http://www.musicflavor.com>

(20K unique visitors per month)

- Confessionals 6 & 7 featured on homepage



The screenshot shows the Music Flavor homepage with a large promotional banner for the movie 'Nacho Libre'. The banner includes the following text and images:

- Top left: "musicflavor homepage" and "musicflavor homepage" (repeated).
- Center: A large image of Jack Black in a mask, with the text "JACK BLACK IN NACHO LIBRE" and "NINE-16".
- Right side: A quote: "We're less than a month away from Jack Black starring role as a Luchador in Nacho Libre. Directed by Jared Hess of Napolean Dynamite fame and written by Mike White of school of Rock fame. This eccentric comedy should be nothing short of estapendo!"
- Bottom right: A smaller image of Jack Black and a dog, with the text "While shooting the film in Mexico, JB had a DV camera and".

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