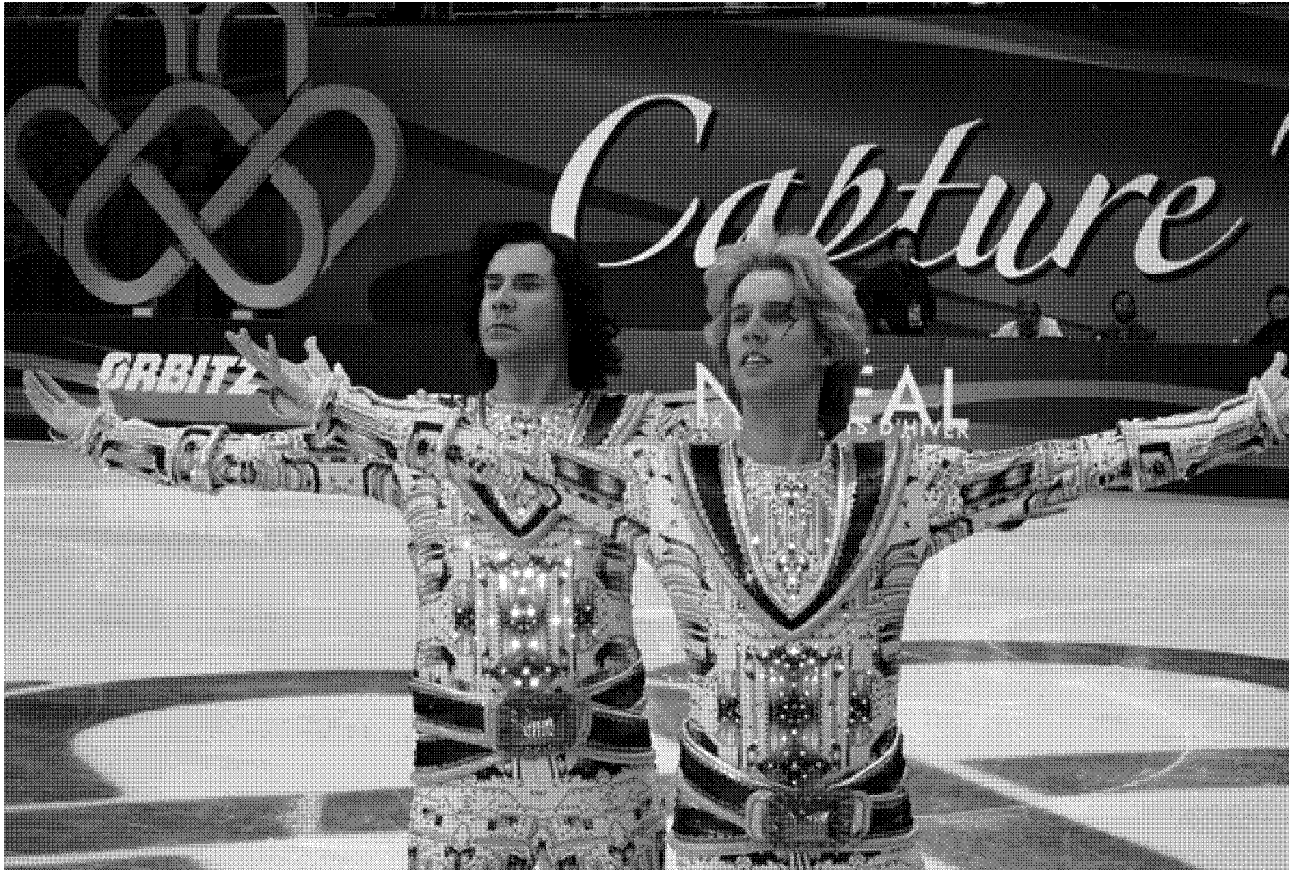
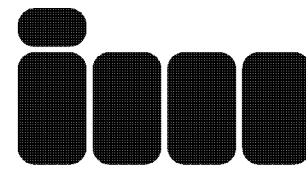


# **Rubin Reply Exhibit 7**



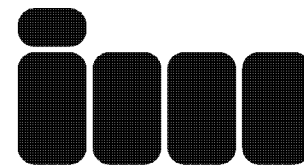
***Blades of Glory***  
**ICED Media Wrap-Up**



By all accounts, ICED's campaign for *Blades of Glory* was a tremendous success. *Blades* content placed by ICED went live on 120 different sites, spanning multiple genres from movie sites to general entertainment blogs to sports blogs, celeb gossip sites and more. Of these 120 sites, 106 featured video content, and 22 ran *Blades* contests. We were able to secure 73 different home page features throughout the campaign. In addition, the clips we uploaded to the various viral video sites were viewed more than 309,000 times, driven by the placement of embedded clips on sites/blogs as well as strategic "tagging" of the clips with searchable keywords.

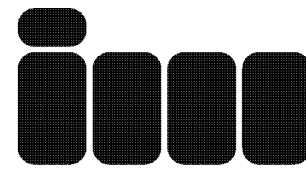
Highlights from the campaign include home-page features on popular sites such as Stuff Magazine, Cinema Blend, Comedy Central Insider, Joblo and With Leather; a dedicated screening-room feature on BlockSavvy; a contest on Ticketmaster giving away one of the outfits from the film; and more than 32,000 views of the trailer on Daily Motion and 13,300 views of the "Skate Your Tits Off" clip on ClipShack. We're confident that the visibility of *Blades* content that we placed online was a contributing factor in the film's box office success.

## 120 different sites featured *Blades of Glory* content we provided over the course of the 2 month campaign



411 Mania	Daily Motion	Junkiness	Sharkle
ACED Magazine	Dave's Daily	Just Jared	Smart Video Channel
Addicting Clips	Dead Spin	King Magazine	Sorry I Got Drunk
Alloy	Defamer	Kiwibox	Sports By Brooks
AndPOP	Dorks	Live Daily	Superior Pics
Artist Direct	Drop Shots	Live Video	StreamDump
Basegirl	Ebaum's World	Mean Duck	StreetFire
The Big Lead	Evil Beet	Metacafe	Stuff Magazine
Black Planet	The Feed	Middle Child Promotions	Stupid Videos
Block Savvy	FHM	Milk and Cookies	Synthesis Magazine
Blog Critics/BC Goodie Bag	Film Rotation	Monsters and Critics	Tastes Like Chicken
Bolt	Film Stalker	Moron	Teen Hollywood
Break	Film Wad	Motion Box	Teen Television
Broadcaster	Flukiest	Motion TV	Ticketmaster
Bumpshack	FlixYa	Movies Online	Total Fark
Burbanked	Fliqz	MySpace	Touching All The Bases
Buzzsugar	Flurl	National Lampoon	VEOH
Can Mag	FreeOops	NewsToday	Viddler
Can't Stop the Bleeding	Fuzzy Lion	Now Public	Vidiac
The Celebrity Café	Glide Magazine	Pickle	vidiLife
Cinema Blend	Google Video	The Plugg	Viral Video
Cinema Confidential	Grouper	PopBytes	vMix
Citysearch	Heavy	PopYOUlarity	vShare
Clevver	Hip Hop DX	Putfile	vSocial
Clipshack	Hip Hop Ruckus	RA 10	Ugo Net
College Club	Hot Sauce Live	Radar.net	Whatevs
College Humor	ICED Blog	RARRRRR I'm A Blog	With Leather
Comedy Central Insider	ifilm	Revver	YouTube
Cracked	Inside Pulse/ Popcorn Junkies	ScreenRant	Zippy Videos
Crave Online	Joblo	Shakefire	Zoner Sports

# 411 Mania



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

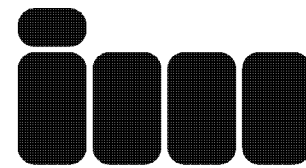
<http://www.411mania.com/movies/news/51657/%5BContest%5D-Win-An-Awesome-Blades-of-Glory-Prize-Pack-From-411!.htm>

*700,000 unique readers per month*

Blades contest live on home page of entertainment/movie site

Contest feature includes poster image, and "Singing On The Floor" clip in embedded player

A screenshot of the 411 Mania website. The page title is "411mania » Movies » News". The main content area features a contest announcement: "[Contest] Win An Awesome Blades of Glory Prize Pack From 411! Posted by Ashish on 03.29.2007". Below the text is a promotional image for the movie "Blades of Glory" showing two skaters in a pose. To the right of the contest text is an advertisement for Crest Whitestrips, featuring a woman's face and a product box, with the text "NEW Crest Whitestrips daily multicare" and "\$7 Save Now". The left sidebar contains a "SPOTLIGHTS" section with links for MOVIE/TV, MUSIC, WRESTLING, POLITICS, and SPORTS. At the bottom left, there is an advertisement for ING DIRECT and "The Orange".



□ □ □ □ □ □ □ □
Search

**SPOTLIGHTS**

**MOVIES/TV**  
// [TMNT Review](#)

**MUSIC**  
// [Good Charlotte – Good Morning Revival Review](#)

**WRESTLING**  
// [411's Countdown to WrestleMania 23: The WrestleMania XIX Roundtable Review](#)

**POLITICS**  
// [411 March Politics Round Table: Grading the Republicans](#)

**SPORTS**  
// [MMA Retro-Rants: PRIDE 1](#)

**GAMES**  
// [Crackdown \(Xbox 360\) Review](#)

**TODAY AT 411MANIA.COM**

**THE UBS EVENING MOVIE NEWS!**

Weekend movies preview including *Blades of Glory*, Casting Couch of the Week featuring Tom Welling as *Teen Wolf*, Movie Trailer of the Week: *Spider-Man 3*, Kumar goes to college, Piven gets banned from restaurant, and much more! It's all in the latest edition of George H. Sirosis' UBS Evening Movie News!  
» [full article](#)

**MLB WILD CARD PREVIEW**

411's preview of the 2007 MLB season continues today with 411 staffers predicting which teams will win the Wild Card spots in the AL and NL! The Wild Card team always seems to play a major factor in the post-season! Check out the 411 staffer picks!  
» [full article](#)

**FURIOUS ON FILM**

In the latest edition of *Furious On Film*, 411's Arnold *Furious* looks back at 2005's *Syriana* as well as 1997's *The Lost World: Jurassic Part* and 2004's *36 Quai des Orfèvres*! Plus the top ten movies of the 80s!  
» [full article](#)

**MY 411**

User name

Password

Remember me.

[Login](#)

[Register now!](#) | [Forgot your password?](#)

**How to conceal your identity when shopping for car insurance...**

**MOVIES/TV**

**[Contest] Win An Awesome Blades of Glory Prize Pack From 411!**  
(03.29.2007) - Ashish  
AUTOGRAPHED poster, soundtrack, and even CEREAL BOXES!

**The Pursuit of Happiness DVD Review**  
(03.29.2007) - Tony Farinella  
Will Smith gives the best performance of his career in *The Pursuit of Happiness*!

**WRESTLING**

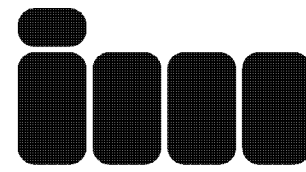
**Ring of Honor News: March 29th Newswire**  
(03.29.2007) - Larry Csonka  
The last update heading into the huge ROHMania weekend!

**The Furious Flashbacks – WCW Fall Brawl '99**  
(03.29.2007) - Arnold *Furious*  
We realise Bischoff had lost it but what happens if no one is in charge?

**MUSIC**

**Notes from a Padded Cell 03.29.07: Where Do You Get Your New Music From (A Junkie's Sample Chronology) Pt. 1**  
(03.29.2007) - Jesse Coy  
I don't know how many people out there consider the question, some of whom might also be music junkies such as myself, maybe not writing from a padded cell, but junkies nonetheless... Where Do You Get Your New Music From?

# ACED Magazine



<http://www.acedmagazine.com>

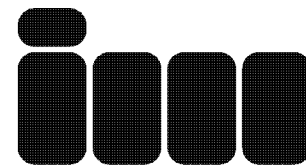
<http://acedmagazine.com/content/view/142/1/>

*1,000,000 unique readers per month*

Blades contest live on home page of teen-oriented entertainment site

A screenshot of the ACED Magazine website. The page has a dark, textured background. At the top left, there's a logo for 'ACED Magazine' with the tagline 'A new way of thinking...'. Below it is a search bar. A vertical sidebar on the left contains a 'MAIN MENU' with links to Home, Reviews, Interviews, Feature Articles, Win Prizes!, HorrorScope, News Feeds, About Us, Contact Us, Search, and Referral Directory. Below the menu is an 'EVENTS CALENDAR' for March 2007. The main content area has tabs for 'Featured', 'Recent and Hot', and 'Our Sponsors'. A 'NEWSFLASH' section features a pop-punk band Relient K and a contest announcement for a Nintendo Wii. Below that is a 'WELCOME TO ACED MAGAZINE' section with a featured article titled 'Blades of Glory Prize Promo'. The article includes a user rating of 5 stars, the author Jenna Bensoussan, and the date Thursday, 29 March 2007. A small image of the movie 'Blades of Glory' is shown next to the text. At the bottom of the article is a comment section with an 'Add a comment' button.

# Addicting Clips



<http://www.addictingclips.com/Clip.aspx?key=E49A415410DF4B5F>

"Blades of Glory Mascots on Ice" Game

24 clips uploaded to site

Over 40,100 views thus far

**ADDICTING CLIPS** Upload, play and share your video clips, cartoons & Flash games. [Free Account](#) | [Login](#) | [Help](#)

[Home](#) | [Channels](#) | [My AC](#) | [Upload Clips](#) | [AddictingGames](#)

[Newest Clips](#) | [Most Played Clips](#) | [Top Rated Clips](#) | [Most Discussed Clips](#) | [Featured Clips](#)

Search for video on AC and the Web!

**"Blades of Glory" - Will Arnett and Amy Poehler Interview 1**

Will Arnett and Amy Poehler discuss their upcoming film "Blades of Glory" in theaters March 30.

**39,303**

**CLIP INFO**

uploaded by [thatsfunny](#)  
3/22/2007 10:11:26 AM  
[Subscribe to this user](#)

**Tags:** [Blades of Glory](#) [Will Arnett](#) [Farrell](#) [Will Arnett](#) [Amy Poehler](#) [comedy](#) [funny](#) [humor](#)

**Channels:** [Movies & TV](#), [Funny](#)

**Duration:** 00:01:29

**Played:** 3 time(s)

**FEATURED CLIPS** 0 of 489

This is the first clip  This is the last clip

**Now Playing**

[Normal View](#) | [Storyboard View](#)

**Related Clips** [View All](#)

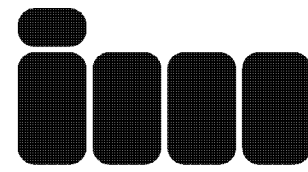
 [Funny Cats](#)  
from: [cooluser](#)

**CASH FOR CLIPS!**  
We're paying \$500 to AC Members who upload truly addicting clips people like 'dyloap' and 'tspiers'!

**Grow your business with our email marketing service.**



# Addicting Clips continued...



**ADDICTING CLIPS™** Upload, play and share your video clips, cartoons & Flash games.

Home Channels My AC Upload C

Search for video on AC and the Web!

**Search Result** Page 1

Searched for 'blades'

**"Blades of Glory" - Mascots on Ice game**  
 Spatzel and Snowflake, mascots for the World Wintersports Games, are on fire! Use your fire extinguisher to make sure they don't burn up. "Blades of Glory" skates into theaters March 30.  
 From: AddictingClips

**ADDICTING CLIPS™** Upload, play and share your video clips, cartoons & Flash games. Hello t

Home Channels My AC Upload Clips AddictingGames

Newest Clips | Most Played Clips | Top Rated Clips | Most Discussed Clips | Featured Clip

Search for video on AC and the Web!

**"Blades of Glory" - Mascots on Ice game**

Spatzel and Snowflake, mascots for the World Wintersports Games, are on fire! Use your fire extinguisher to make sure they don't burn up. "Blades of Glory" skates into theaters March 30.

**CLIP INFO**

uploaded by [thatsfunny.](#)  
3/13/2007 3:07:50 PM

**Tags:** [blades glory mascots game fun will ferrell cool ice](#)

**Channels:** [Flash Games, Movies & TV](#)

**Who can see:** Everyone

**Duration:**

**File size:** 591 KB

**Played:** 5 time(s)

**Newest Clips** 1 of 14974 ▶▶

This is the first clip

**Now Playing** [Next](#)

Normal View | [Larger View](#)

**Related Clips** [View All](#)

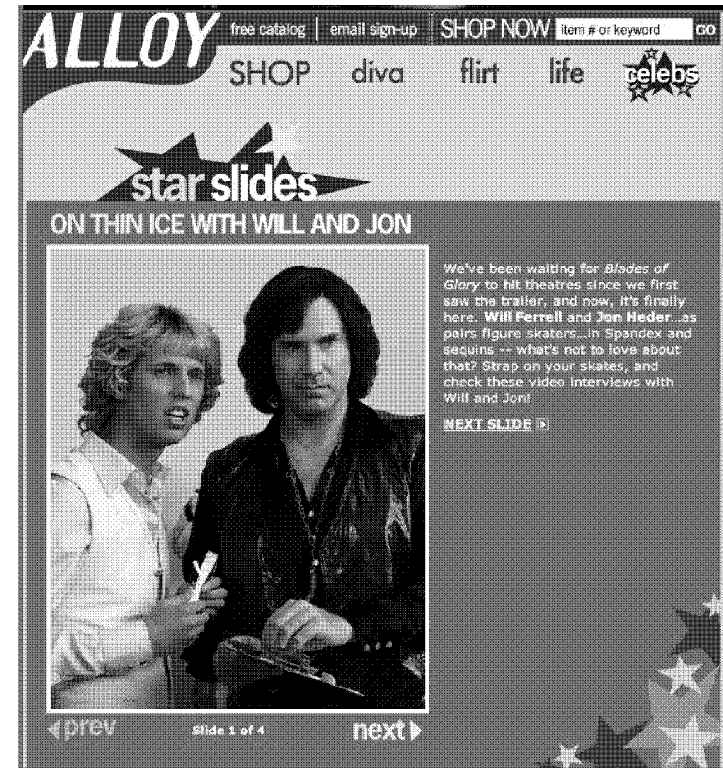
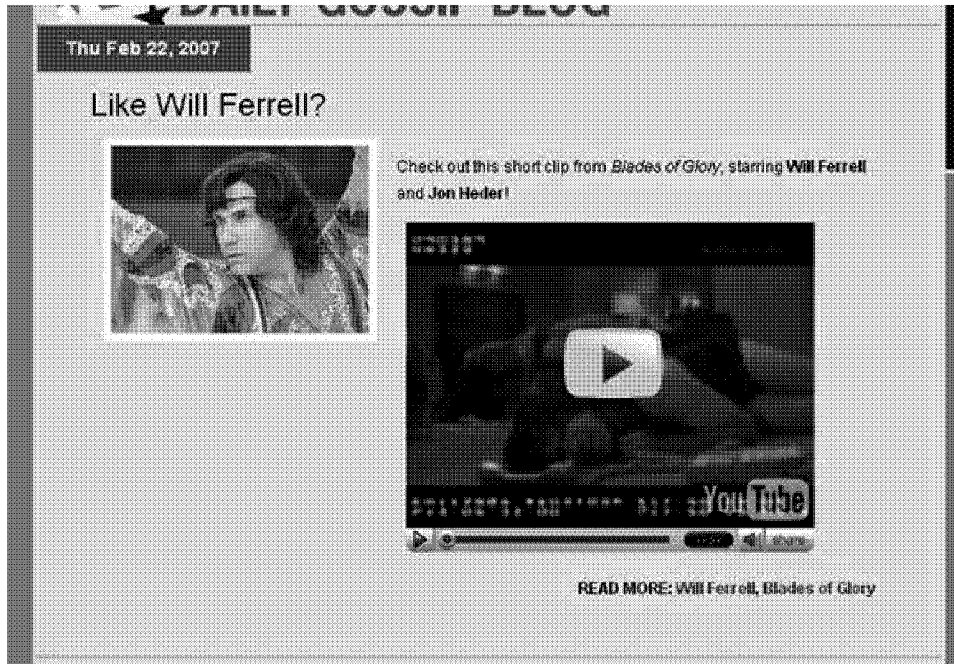
<http://alloy.com/>

<http://alloy.com/5/32/2760/1/>

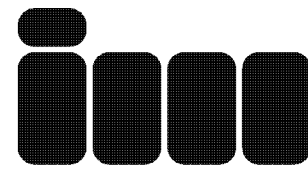
Site stats pending

Blades trailer and "Singing On The Floor" clip featured

"Star Slides" feature includes 2 interview clips, photos and more on 5 different pages



Alloy continued...

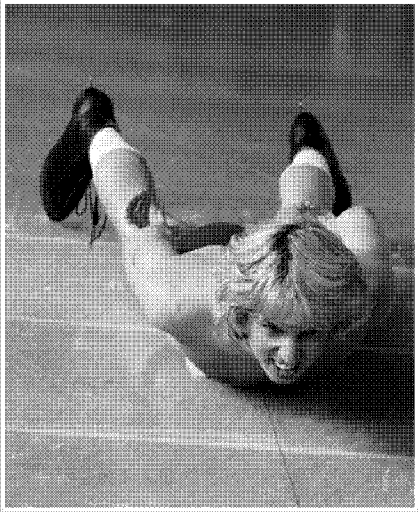


**ALLOY** free catalog | email sign-up | SHOP NOW  item # or keyword

SHOP [diva](#) [flirt](#) [life](#) [celebs](#)

## star slides

### ON THIN ICE WITH WILL AND JON



Who would you rather have as your skating partner?

- Jon Heder
- Will Ferrell

**VOTE!**

[MORE STAE SLIDES](#)


◀ prev Slide 4 of 4 more ▶

**ALLOY** free catalog | email sign-up | SHOP NOW  item # or keyword

SHOP [diva](#) [flirt](#) [life](#) [celebs](#)

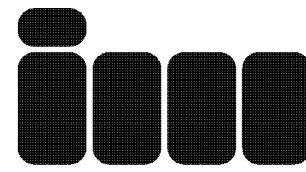
## star slides

### ON THIN ICE WITH WILL AND JON



Will and Jon dish about the challenge of making *Blades of Glory* and reveal their fave routine.

[NEXT SLIDE](#)



<http://www.andpop.com>

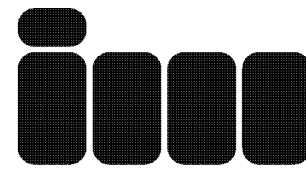
<http://www.andpop.com/contests/800>

*300,000 unique readers per month*

Blades contest live on home page of entertainment site

The screenshot shows the andPOP website interface. At the top left is the andPOP logo with the tagline "POP CULTURE WITH SUBSTANCE". To the right is a "Latest News" section with a link "Rage to Tour with Wu Tang? Read More". Further right is a login area with fields for "Username:" and "Password:", a "Remember" checkbox, a "help?" link, and a "Login" button. A "JOIN andPOP FREE!" badge is also present. Below the header are navigation tabs for "Music", "Entertainment", "Technology", and "Gaming". The main content area features a large article titled "Blades of Glory prize pack" with text describing a contest where users can win a prize pack by answering a trivia question. To the right of the article is a video player titled "andPOP TV" showing an interview with James Blunt. Below the article is an image of "Frozen Flakes" and "Flakies" cereal boxes.

# Artist Direct



<http://www.artistdirect.com>

<http://www.icedmedia.com/blades/bladesofglory.html>

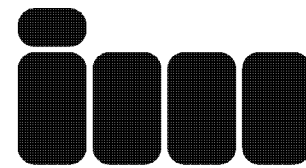
3,000,000 unique readers per month

“Contest of the Week” on homepage

ICED built and is hosting a “Blades” giveaway contest that is currently living on the home page

The contest page includes poster image, images of promo items, embedded players with the trailer, podcasts, and clips, the “Mascots on Ice” game, and some still images





## ARTISTDIRECT.COM "BLADES OF GLORY" CONTEST



ArtistDIRECT.com is giving away a GLORIOUS prize pack from "Blades of Glory," starring Will Ferrell!

ONE Winner will receive:

- An AUTOGRAPHED "Blades of Glory" poster
- A copy of the film's soundtrack
- A "Blades of Glory" t-shirt
- A set of LIMITED-EDITION "Blades of Glory" cereal boxes, containing real cereal



CHECK OUT TRAILERS, OUTTAKES AND GAMES BELOW! "BLADES" HITS THEATERS MARCH 30

Fill out the information below to enter the ArtistDIRECT "Blades of Glory" Giveaway Contest

First Name

Last Name

Street Address

Address cont.

City

State

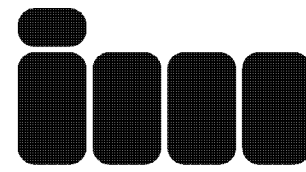
Zip

E-Mail Address

Yes, I would like to receive more information on giveaways and other promotions from ArtistDIRECT.com!

Yes, I would like to receive more information on other DreamWorks or Paramount Pictures releases!

Yes, I would like to receive more information on other promotions from ICED Media!



<http://basegirl.blogspot.com>

<http://basegirl.blogspot.com/2007/01/blades-of-glory.html>

14,000 unique readers per month

Blades home page feature on sports blog, including trailer and still images

The screenshot shows the Basegirl blog homepage. At the top is a navigation bar with a star icon and the 'basegirl' logo. Below it is a quote: "THEY MAY HAVE ED FURY LIKE A WOMAN SCORPED BUT IN ANY EVENT DO SWEETIES SACRIFICE FOR UNDERCATED? - NARDA". The main content area features a post from Wednesday, January 14, 2007, titled "Blades of Glory". The post includes a trailer image for the movie "Blades of Glory" (labeled "MONTREAL" and "LEUX DU MONDE WINTERSPORTS") and a paragraph of text. To the right of the post is an "about me" section with a profile picture of Kristen Boston, her name, location (Boston, Massachusetts, US), and a bio. Below the bio is a "View my complete profile" link. At the bottom right is a "CHICKS TALK FOOTBALL" logo and a "Feedster Feed of the Year FINALIST" badge.

wednesday, January 14, 2007

## Blades of Glory



So tomorrow is February and thus beings The Dead Month in sports (since the Super Bowl was canceled this year and all). Faced with a month of navel gazing and wearing out my Faith Rewarded and City of Champions DVDs, Jim at ICED Media came to my rescue and sent me the trailer for the new Will Ferrell/Jon Heder figure skating comedy, "Blades of Glory," asking me if I could do anything with it since it's tangentially sports-related.

Four things:

**about me**

 **Kristen Boston,**  
Massachusetts  
US

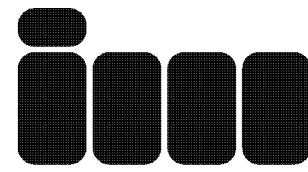
I'm a 26-year-old Editor living in Brookline and working in Boston. Hobbies include snarking, yapping and working myself into a righteous lather over people who are still whining about the Tuck Rule.

[View my complete profile](#)

**CHICKS TALK FOOTBALL**

• Chicks Talk Football


Feedster =  
Feed of the Year  
FINALIST



Four things:

- 1) I'm totally gonna go see anything Will Ferrell is in since I haven't been able to stop quoting "Taladega Nights" since the first time I saw it in a margarita haze.
- 2) Yours truly actually was a figure skater for fourteen years so there's nothing I like better than snarking on the sequined set.
- 3) The movie also stars Will Arnet and Amy Poehler of the tragically canceled "Arrested Development and
- 4) YES YES YES WHEN DOES IT OPEN I WANT TO SEE IT NOW YES!

Herewith, the trailer:



### tickets

- MLB Tickets
- Red Sox Tickets
- Mets Tickets
- White Sox Tickets

### holla

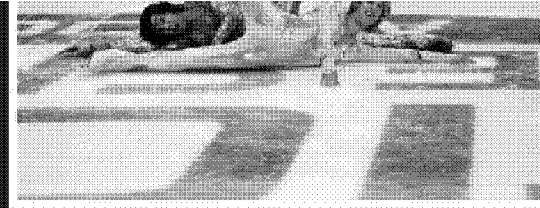
- Email Me

### previous posts

- Blades of Glory
- Vmanos
- For the record...
- Resolutions
- Theo Epstein: Patriots Fan
- Stop...HAMMERTIME!
- World's Best Babysitter
- Tom Grady and the Huggy Bunn
- And now we are so happy, we the dance of joy!
- Rational Thought Has No Place Here

### sports links

- 2632
- The Baseball Desert
- Baseball Reference
- Bill Simmons
- Blue Cats and Red Sox



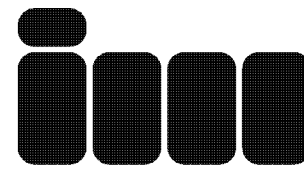
Phenomenal costumes, to be sure.



Ahhh, ice princesses. Perfect for parody.







# The Big Lead

<http://www.thebiglead.com>

<http://thebiglead.com/?p=1647>

*Site stats pending*

Trailer posted on home page of sports blog

## So Maybe This is Why Will Ferrell Had That Bushy Afro at the Golden Globes?

Posted by TheBigLead on January 17th, 2007



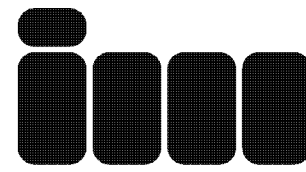
Now that Will Ferrell has squashed his beef with ESPN's Pat Forde, he can get to promoting his new flick which involves the kid from Napoleon Dynamite, pretty gay music, and ice skating.

- Tennis (53)
- TJ Simers (11)
- Uncategorized (86)
- Video (147)
- World Cup (104)

### Links

- WBRS Sports Blog
- Chili Dog Blog
- Fire Joe Morgan
- Rose Garden Blog
- The Sports Pulse
- Clipper Nation
- A Large Regular
- Sports Frappe
- Young, Black, and Fabulous
- Why Don't We Get Drunk and Blog
- David Patrick Castro
- Fark - Sports
- Lone Star Mets
- Silver Sportz
- Drunk Blogger
- Sports Blah
- Baseball Musings
- True Hoop
- Awful Announcing
- Sport Rewind
- Kissing Suzy Kolber
- Hardball Times










# Black Planet



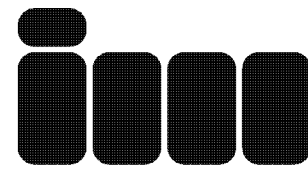
<http://www.blackplanet.com/home/>

*Site stats pending*

Blades trailer featured on home page as part of "Today's Staff Picks"

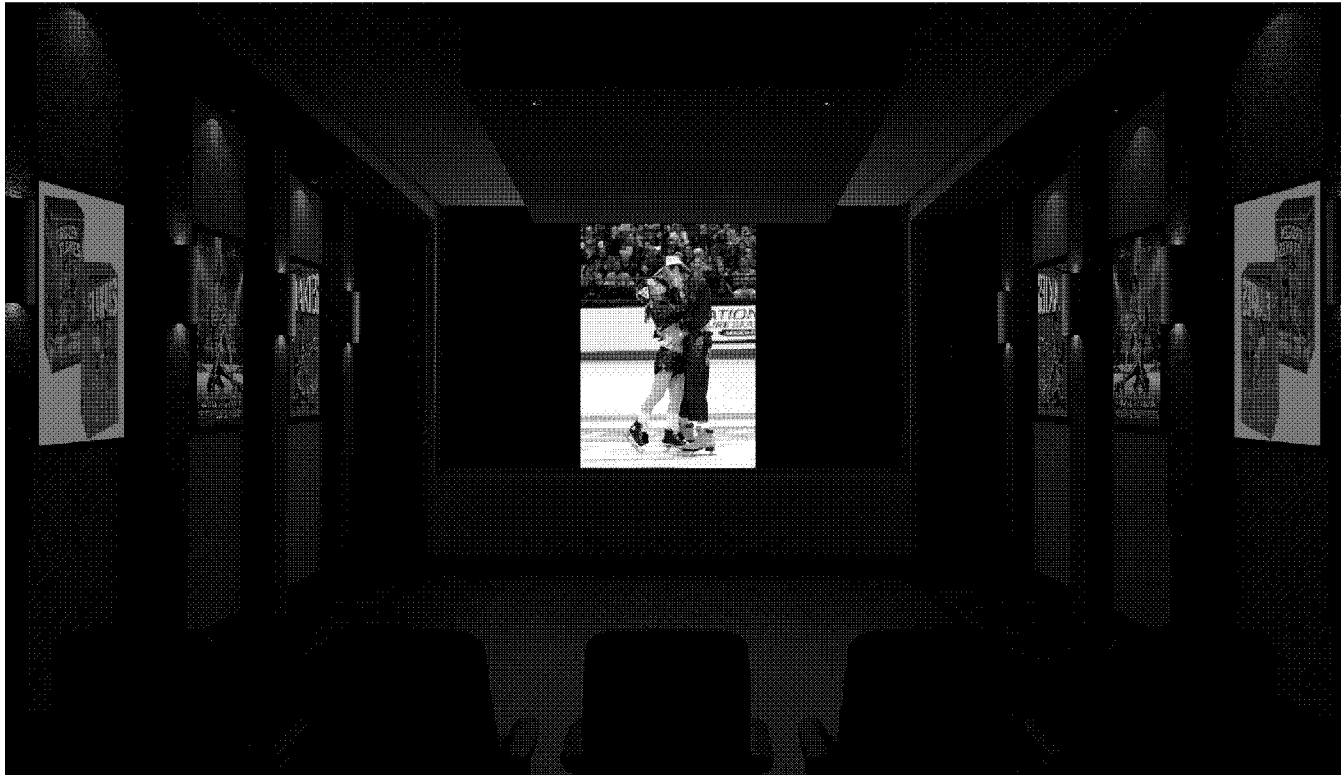
Meet Professionals	Poll	Today's Staff Picks
 <a href="#">OnlineScout07</a>	<p><b>On the first day of Black History Month, Queens, New York Councilman Leroy Comrie introduced a resolution to ban the n-word. Do you agree with the resolution?</b></p> <p>Yes. 49% No. 27% Not sure. 24%</p> <p>Total Responses: 8,622</p> <p>You must become a member to participate in a poll. <a href="#">Register now!</a></p>	 <a href="#">God of War 2 - Intro</a>
 <a href="#">majita26</a>		 <a href="#">Matisyahu: Jerusalem</a>
 <a href="#">lostdove27</a>		 <a href="#">Wedding Thriller Dance</a>
 <a href="#">SINCERE CIA_07</a>		 <a href="#">Blades Of Glory - Trailer</a>
 <a href="#">LadieLynn1</a>		
<p><b>Create your own Professional Profile</b></p>		
<p>© 2007, <a href="#">CommunityConnect.com</a>, all rights reserved. BlackPlanet.com is a registered trademark of Community Connect Inc.</p>		
<p><a href="#">Terms of Service</a> and <a href="#">Privacy Policy</a> <a href="#">Advertise with Us</a></p>		

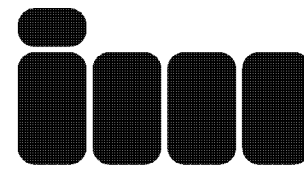
# Block Savvy



<http://www.blocksavvy.com>

A special Blades of Glory screening room is set up where users can watch clips from the film and enter a contest to win cereal, t-shirts, a track jacket and more





# Blog Critics/BC Goodie Bag

<http://www.blogcritics.org>

<http://www.bcgoodiebag.com>

<http://bcgoodiebag.com/2007/03/21/more-blades-of-glory-clips/>

3,000,000 unique readers per month

Chazz and Stranz/Fairchild podcast clips featured in Goodie Bag section of Blog Critics, including mention on Blog Critics home page

The screenshot shows the Blog Critics website interface. At the top left is the 'BC BLOGCRITICS MAGAZINE' logo with the tagline 'A SINISTER CABAL OF SUPERIOR WRITERS'. To the right, a text box states: 'Blogcritics is an online magazine, a community of writers and readers from around the globe.' Below this, it says 'Publisher: Eric Olsen'. A navigation menu on the left lists categories: Music, Culture, Sci/Tech, Books, Politics, Sports, Gaming, Tastes, Desicritics, GlossLip, Goodie Bag, and BC Forums. Below the menu is a search bar with the text 'Search...' and a 'Go' button. Further down, there are boxes for 'BC Network Premium' and 'Article Archives'. The main content area features a 'Blogcritic of the Month' section for Jon Sobel and a 'Blogcritic of the Day' section for Cristofer Gross. Below these are several article teasers with icons, including 'TV', 'Culture', 'Music', 'GlossLip', 'Film', 'Desicritics', and 'BC Audio/Video Goodie Bag'. On the right side, there is a 'PRWeb' advertisement for EPI Companies.

Blogcritics is an online magazine, a community of writers and readers from around the globe.

Publisher: [Eric Olsen](#)

**BC**  
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MAGAZINE

"A SINISTER CABAL OF SUPERIOR WRITERS"

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- Culture** » Nicholas Stix on the [Life, Death, and Cult of John Belushi](#), mental\_ross Question of the Day: [Who Invented the Office Cubicle?](#), Parent and Sexy Adult, Ann Hagman Cardinal, Talks About [Parenthetical Sex](#), DJRadiohead's [BCRadio Podcast](#)
- Music** » Don Baiocchi Reviews [New Amy Winehouse](#) and [Joss Stone](#) CDs
- GlossLip** » Dawn Olsen - [Gwen Stefani](#) on [AI](#), [Anna Nicole Babydaddy](#), [Vivica Fox](#), [Lindsay Finds God](#), [Jolie Babies](#)
- Film** » Bob MacKenzie Reviews [Twitch City - The Complete Series](#), T. Rigney's B-Movie of the Week - [Rectuma](#)
- Desicritics** » Zainub Razvi on [Civic Responsibility in Pakistan](#)
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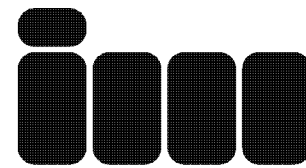
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Faced with skyrocketing healthcare costs, global competition and economic

[FuncsKorea and BankAtlantic Announce](#)  
FuncsKorea Financial Network, Inc., the premier provider of online financial

[DAX Technologies Declares OPTIMA with 2 Circular](#)  
DAX Technologies announced today the completion of Optima

[Simple Money Machines and Affiliate Project X Announce](#)  
The first Internet-Business-In-4-Box and Affiliate Project X have

[The YWCA San Francisco 3 Men Bring the](#)



# BC Goodie Bag

Daily Digital Treats for Eyes and Ears

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March 13th, 2007

## Blades of Glory games & trailer

In *Blades of Glory*, Will Ferrell and Jon Heder star as rival Olympic ice skaters who were stripped of their gold medals and permanently banned from men's single competition. Now, they've found a loophole that will allow them to qualify as the sport's first male-male pairs team. Also starring Will Arnett, Amy Poehler, Jenna Fischer, and Craig T. Nelson, *Blades of Glory* skates into theaters on March 30th.

You gotta love the *Titanic*-like costumes:



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- Video (16)

# BC Goodie Bag

Daily Digital Treats for Eyes and Ears

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March 21st, 2007

## More *Blades of Glory* clips

*Blades of Glory* is the new Will Ferrell comedy that pokes fun at the sport of figure skating. The film also stars Jon Heder (*Napoleon Dynamite*), Will Arnett (*Arrested Development*), and Amy Poehler (*Saturday Night Live*, *Mean Girls*). Here are a few new clips:

Chazz tells why he skates.



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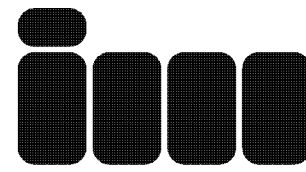
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- Image (10)
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- Music Video (55)
- News (12)
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- Video (15)

**Search**

# Bolt



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

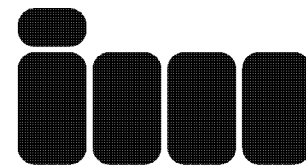
[http://www.bolt.com/Thatsfunny/video/Blades\\_of\\_Glory\\_Will\\_Arn/3134252](http://www.bolt.com/Thatsfunny/video/Blades_of_Glory_Will_Arn/3134252)

17 clips uploaded to site

Over 19,300 views thus far

The screenshot shows the Bolt website interface. At the top left is the Bolt logo. To its right is a promotional banner for Kingston 1GB microSD cards, advertising a limited-time price of \$5.95 after a \$10.00 rebate. The banner also features the slogan "expand your world." and a King brand mobile phone. Below the banner is a navigation bar with tabs for Home, People, Video, Photos, Forums, and Upload. A secondary navigation bar includes Profile, Videos, Music, Photos, Blogs, Activity, Friends, and Comments. The main content area features a video player on the left, currently showing a scene from the movie "Blades of Glory" with Will Arnett and Amy Poehler. The video player has a "STRAFING" status and a progress bar at 0:00-07:321. To the right of the video player is a metadata section for the video, titled "Blades of Glory" - Will Arnett and Amy Poehler. It includes the upload date (March 22, 2007), a description, tags (comedy, Funny, humor, blades of glory, Will Ferrell), and options to choose tags or albums. Below this are statistics for Views (0), Comments (0), and Favorites (0), along with interactive links like "Add To Favorites", "Email to a Friend", "Digg It", "Post to MySpace", and "Flag this video". To the right of the video player is a "Check It Out!" section with three items: "Have Opinions?", "Send Text Messages", and "Bored?". The far right edge of the screenshot shows a "Cool" section with a vertical list of video thumbnails.

# Break



<http://www.break.com>

Blades content has been on the homepage of break.com since 3/1

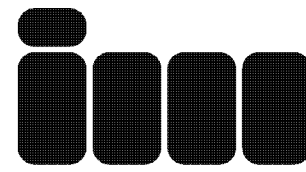
5 clips uploaded to site

Over 4,900 views thus far

The screenshot shows the Break.com website interface. At the top, there is a navigation bar with the 'BREAK.COM' logo, a search bar containing 'Videos and More', and a search button. Below the navigation bar are tabs for 'Videos', 'Categories', 'Pictures', 'My Break', and '\$ Upload \$'. Underneath these are sub-tabs for 'Latest Video Picks', 'Just Submitted', 'Most Viewed', 'Most Discussed', 'Top Rated', and 'Most Shared'. The main content area is titled 'LATEST VIDEO PICKS' and features three video thumbnails with their respective titles and descriptions:

- Cool Stop Motion Head Shaving**: Submitted by johnnydarkkk | 4 minutes ago. Description: "I wouldnt call this sexy but it is by far the coolest head shaving video we received for our Break Loves Britney head shaving contest. The contest deadline is March 5th, remember the top three sexiest videos get \$1500!". Comments: 0, User Rating: ☆☆☆☆☆ (0).
- Blades Of Glory**: Submitted by Avon\_Barksdale | 10 minutes ago. Description: "This movie looks freakin hilarious, Will Ferrell and John Heder are male ice skaters stripped of their gold medals and forced to join together as the first male ice dancing team. Enough said.". Comments: 0, User Rating: ☆☆☆☆☆ (0).
- World Record Ski Jump**: Submitted by thedjams | 11 hours ago. Description: "This dude breaks the world record for the highest ski jump. He does it in style too instead of landing on his skis as intended he lands on his head.". Comments: 164, User Rating: ☆☆☆☆☆ (58).

To the right of the video picks is a large promotional banner for 'UFC 68: The Uprising' on Saturday, Mar 3rd, with a 'CLICK TO VISIT SITE' button. Below the banner is a video player showing a UFC fight scene with a large play button overlay. Below the video player, the text reads 'UFC 68: The Uprising' with a five-star rating and 'Submitted By: BreakStaff'. At the bottom right, there is a 'BREAKING NEWS' section with three buttons: 'Break Britney's', 'Break Survey', and 'Picture Gallery'.



**BREAK.COM**

Videos   Explore   Pictures   My Break   Unrated

Latest Video Picks   Just Submitted   Most Viewed   Most Discussed   Top Rated

**"Blades of Glory" trailer**

**DREAMWORKS PICTURES PRESENTS**

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805

**COMMENTS**  
3

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**OTHER OPTIONS:**  
Add to Favorites  
Vote to Homepage  
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**RELATED TAGS:**  
Funny Sports Comedy Will Ferrell Napoleon Dynamite Humor Anchorman Blades Jon Ferrell Heder

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**COMMENTS**   View All | Login to Post

nexton59 says:   1/23/2007 10:47:40 PM

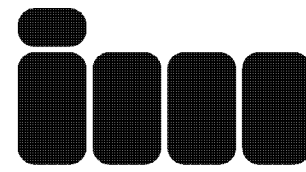
**HEY, ANYONE SEE DAVID SPADE ON THE SHOW "JUST SHOOT ME".....**  
He did a funny bit as a pseudo-female ice skater. It was very funny.....

BREAK.com - Search BREAK

	Views	Rating	Comments	Date	Media	Category
	5407	☆☆☆☆☆	2	1 month ago	videos	Movies
	3273	☆☆☆☆☆	39	1 hours ago	videos	Movies
	1419	☆☆☆☆☆	3	1 month ago	videos	Other
	1357	☆☆☆☆☆	0	2 days ago	videos	Humor
	831	☆☆☆☆☆	0	2 days ago	videos	Humor
	747	☆☆☆☆☆	0	2 days ago	videos	Humor
	615	☆☆☆☆☆	1	2 days ago	videos	Humor



# Broadcaster



<http://www.broadcaster.com/clip/12941>

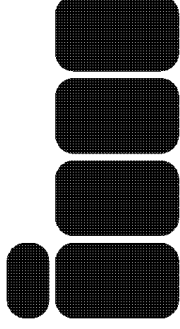
<http://www.broadcaster.com/video/player.php?clip=12371>

<http://www.broadcaster.com/clip/12396>

3 clips uploaded to site

Over 2,100 views thus far

A screenshot of the Broadcaster website interface. At the top, there is a navigation bar with the site logo "broadcaster™ TURN IT ON" and a search bar. Below the navigation bar are several menu items: "HOME", "VIDEOS", "PEOPLE", "NEWS", and "TOOLS". A secondary menu includes "FEATURED", "MOST VIRAL", "MOST VIEWED", "TOP RATED", "NEWEST", "CHANNELS", and "UPLOAD". The main content area displays a video player for "Blades Of Glory - Skate Your Tits Off". The video player includes a play button, a progress bar showing "00:02 / 00:06", and a "RATE THIS VIDEO" section with a star rating from 1 to 5. To the right of the video player is a "Related Videos" section with five video thumbnails and their respective titles and view counts. The video player also shows "Related tags: blades of glory ice skating will ferrell funny comedy movies".



# Bumpshack

<http://www.bumpshack.com>

<http://bumpshack.com/?p=2111>

300,000 unique readers per month

Trailer and brief plot synopsis posted in home page feature on celeb/entertainment blog

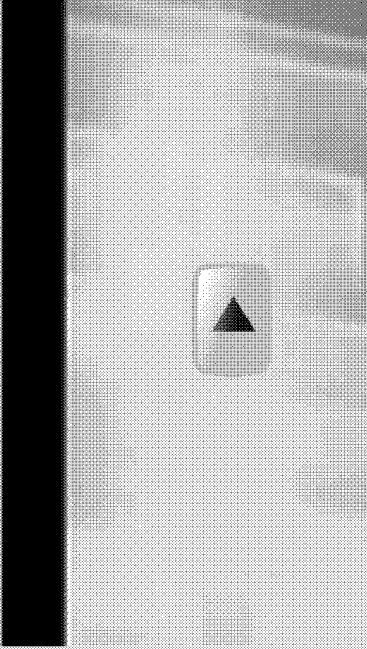
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Where the News Always Bumps

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Watch Beauty & The Geek (new season) We book top celebrities guaranteed to  
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**First preview of 'Blades of Glory' starring Will Ferrell**  
A first look preview at the upcoming comedy 'Blades of Glory' starring **Will Ferrell** and **Jon Heder**.

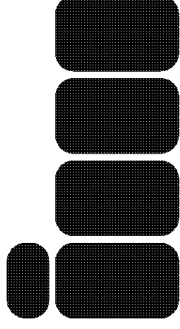
**Plot preview:** In 2002, two rival Olympic ice skaters were stripped of their gold medals and permanently banned from men's single competition. Presently, however, they've found a loophole that will allow them to qualify as a pairs team.



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**BumpHottie of the Moment**





# Burbanked

<http://burbanked.com>

<http://burbanked.com/2007/01/17/jon-heder-should-be-glad-hes-wearing-a-wig-again-in-blades-of-glory/>

40,000 unique readers per month

Trailer featured on home page of movies/entertainment blog, in article making fun of Jon Heder's hair



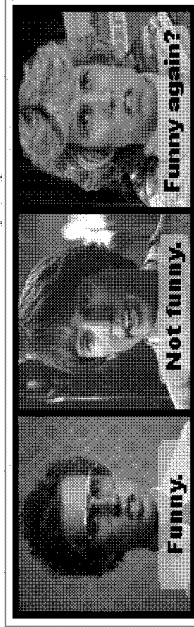
## Jon Heder should be glad he's wearing a wig again in Blades of Glory.

January 17th, 2007 | Categories: Celebrities, Movie Marketing 101, Movies, Trailers

Actor Jon Heder broke into the mainstream big time in 2004's *Napoleon Dynamite*, and the movie crowds had barely shaken the popcorn from their clothes when Hollywood was already wondering what Heder would do next - and indeed if cinematic lightning would strike again.

Well, it hasn't. Heder has appeared in about four major releases since *Dynamite*, all of which have been disappointments at the box office. What no one in Hollywood understands, however, is that Heder's post-*ND* movies have underperformed because of his hair.

Yes, his hair. Allow me to illustrate this as succinctly as possible:



Of course we already know how funny the hair was in *Napoleon Dynamite*, and we know how very unfunny The Heder Hair was in *School for Scoundrels* last year.

And now here comes Heder again, back in his be-wigged comfort zone, in the new trailer for *Blades of Glory*.

Will it be funny? A success? Perhaps - but if I were Jon Heder's agent, I wouldn't be racing off to buy myself a new Escalade just yet. There are too many variables when it comes to The Heder Hair and before you know it the actor is likely to get all

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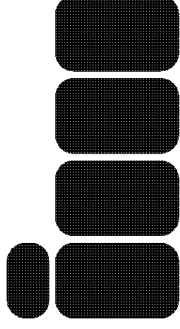
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# Buzzsugar

<http://www.buzzsugar.com>

<http://buzzsugar.com/109719>

300,000 unique readers per month

Two Amy Poehler/Will Arnett interview clips featured on home page of entertainment blog

ENTERTAINMENT HOURLY

# BUZZSUGAR

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**Movie Preview: Blades of Glory**  
27 min 51 sec ago by BuzzSugar \*

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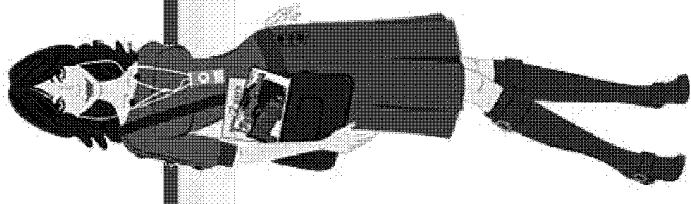
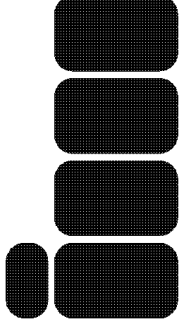
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Chat live with Buzz every Monday & Friday at 9:30 am Pacific / 12:30 pm Eastern.

**Top Stories**

**Blades of Glory** isn't due to come out until March 30, but the trailer is so funny, I can't resist posting it now. In this classic **competition movie** comedy, Will Farrell plays

I spent my youth planning themed movie nights, going to all-ages shows, and obsessively watching Seinfeld. If you'd told me then that such activities would some day be my job, I'd have thought you were just being mean.



I spent my youth planning themed movie nights, going to all-ages shows, and obsessively watching *Saintfeld*. If you'd told me then that such activities would some day be my job, I'd have thought you were just being mean.

ENTERTAINMENT HOURLY  
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« Spot the Fake TV Pilots: The Answers! TV Tonight: Friday Night Lights, the Movie »

**Amy Poehler and Will Arnett Talk Skating, Marky Mark**

Mon, 03/26/2007 - 8:19am by BuzzSugar

In case you were wondering, *Blades of Glory* is **still** coming out this Friday, March 30. I can't seem to escape the previews for this film (I mean, really, how many are there?), and frankly, I'm getting slightly tired of Will Ferrell and Jon Heder.

However, I can always use a little more Amy Poehler-Will Arnett action, so I was delighted to get my hands on these hi-larious interviews with the real-life married couple (but not real-life professional skaters).



**What's Buzzworthy**

- Quiz: Spot the Fake TV Pilots
- Wedding Season on BuzzSugar
- The Buzz Reel
- BuzzSugar on MySpace

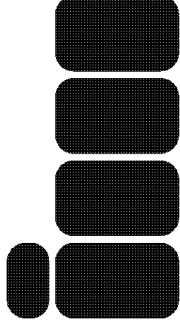
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- Grey's Anatomy
- The Office
- Ugly Betty
- Friday Night Lights
- Lost
- Desperate Housewives
- House
- Heroes

Movies

- Movie Reviews
- What to Netflix





# Can Mag

<http://www.canmag.com>

<http://www.canmag.com/nw/6838-blades-glory-clips>

125,000 unique readers per month

Home page feature with 6 new Blades clips and a still image from film

<b>EDITORIALS</b>	<b>LATEST HEADLINES</b>	
CanMag Search	 <p><b>Zodiac Photo Album #2</b> New batch of stills now available.</p> <p>Movie Stills</p>	 <p><b>Go Tiny, Go</b> Animated gifs for a Meet the Robinsons character who isn't so tiny.</p> <p>Movie Pics</p>
CanMag Blogs	 <p><b>Preview Series Female of The OC</b> New clip now available.</p> <p>Television</p>	 <p><b>Billy Bob Thornton</b> Aims for the Stars as an <i>Astronaut Farmer</i> His new film drops the alcohol to reach for the stars.</p> <p>Movie Interviews</p>
CanMag Community	 <p><b>Infernal Affairs Extravaganza</b> Nothing beats the original.</p> <p>DVD News</p>	 <p><b>Meet Mr. Brooks</b> Poster, trailer, synopsis, Dane Cook?</p> <p>Movie Previews</p>
<b>REVIEWS</b>	 <p><b>Blades of Glory Clips!</b> A collection of clips that are cold as ice.</p> <p>Movie Clips</p>	 <p><b>The Hoax One-Sheet!</b> New poster and release date.</p> <p>Movie Posters</p>
Infernal Affairs Trilogy [DVD]		
Alexander Revisited [DVD]		
Dixie Chicks - Shut Up & Sing [DVD]		
South Park (S9) [DVD]		
Host, The		
Breach		
All Reviews		
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Ghost Rider		
Harry Potter and the Order of the Phoenix		
300		
Indiana Jones 4		
Pirates of the Caribbean: At		