

# **Rubin Reply Exhibit 16**

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Subject: ICED Reporting - Norbit & Blades  
From: "Tipton, Kristina - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TIPTONKR>  
To: Powell, Amy - Paramount  
Cc: Teifeld, Tamar - Paramount; Worsnup, Mickey - Paramount; Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Date: Fri, 02 Feb 2007 18:01:36 +0000

Hi Amy,

Attached is the reporting for Norbit and Blades. There are more features with homepage placements this week (as well as a number that were on the homepage but have fallen off since). They are continuing to work towards getting more prominent exposure on sites. They are also working on driving more views for the Trump / Rasputia and the Lloyd the Dog video by pushing for more editorial placements.

Let us know if you have any questions at all. Thanks,

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

List of attachments:

ICED Reporting Blades 2007 02-02.doc  
ICED Reporting Norbit 2007 02-02.doc



415 West Broadway, Suite 2N New York, NY 10012  
**Blades Of Glory**

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55 different sites are now featuring the Blades Of Glory trailer we've provided. Response continues to be very positive. We just need more content.

Combined viral site trailer views are well over 50,000 already.  
As we get more content, we'll continue get features out there.

**Asset Wish List:**

Key art (all images, fonts, etc) for use on Radar.net and other contest page builds  
Soundtracks, promo items, posters (prize pack materials)  
Autographed skates for FHMonline.com contest  
Script/Bio info for various features, community profiles, etc.  
Mp3s to build soundboard in a timely fashion  
Set aside time at the junket and/or other interview opportunities  
(we've recently had some big sites lined up for interviews that haven't taken place)

**Any amount of time with the cast can be used if we have notice**

**Video Drops In Character**

- Have Will Ferrell, Jon Heder, Will Arnett, Amy Poehler, etc. make quick, 5-second video drops for websites while in character. Edit their drops with a quick one-liner from the film:
- Scripted video content that can be filmed at junket and/or earlier
  - "Hey this is Chazz Michael Michaels, and this is ArtistDirect.com. Thought you'd want to see what a real skater's body looks like..."

I'll have a major contest/feature wish list for you tomorrow.

**Jenna Fisher (press wish list)**

Sites that would talk with her via phone:

**Phoners (10-15 minutes per site spread out over two days, an hour-and-a-half per day):**

FHMonline  
Giant  
Playboy Online  
Ain't It Cool News  
Stuff Magazine  
Joblo  
Bullz-Eye  
Ask Men  
Maxim  
PopBytes  
College Club  
Filmwad/Double Viking  
Enter

**E-Mail "20 Questions" Interview Feature:**

We'll prepare a "20 Questions" questionnaire that Jenna can answer via email, then we'll service the answers to the smaller sites/blogs

**Photos:**

Collect any available shots of Jenna and send them to the men's portal sites, like Maxim, FHM, Bullz-Eye, etc., to use for "Girl of the Day"-type home page features, to run in conjunction with the interview feature.

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## Site Drops:

Get Jenna to do a few quick, 5-second video drops for certain key sites ("This is Jenna Fischer from the new film 'Blades of Glory' and you're at Ask Men.com" or something):

Ask Men  
FHOnline  
Maxim  
Bullz-Eye  
College Club  
Shakefire  
Entertainment World  
YFly

## Radar.net Contest/Feature

We would like to launch this photo based contest Feb. 19

We need key art, all possible jpgs, fonts, etc to have this page ready in time.

The concept is "great duos," users will upload photos of them with friends, best pals, etc.

We've added over 100 friends to each of the Myspace pages for Blades Characters.  
If we can get video content, we can duplicate pages like this on Facebook and Yfly.

## CinemaBlend

<http://www.cinemablend.com>

<http://www.cinemablend.com/previews/Blades-of-Glory-1979.html>

200,000 unique readers per month

Home page "Blades" preview feature, linking to dedicated "Blades" page that includes the new still images

The screenshot shows the CinemaBlend website interface. At the top left is the CinemaBlend logo. Below it is a sidebar with a vertical list of navigation links: MOVIES, TV, MUSIC, BOOKS, GAMES, and more. The main content area features a grid of movie reviews. Each review includes a small image, the movie title, the reviewer's name, and a short paragraph of text. The reviews visible are for 'Epic Movie', 'Blues and Chocolate', 'Blades of Glory', and 'Employee of the Month'. At the top right of the main content area, there is a 'CONGRATULATIONS !!' banner with a date and time stamp. Below the banner are several small ads from Google, including 'Blades of Glory' and 'Blades of Glory: The Movie'.

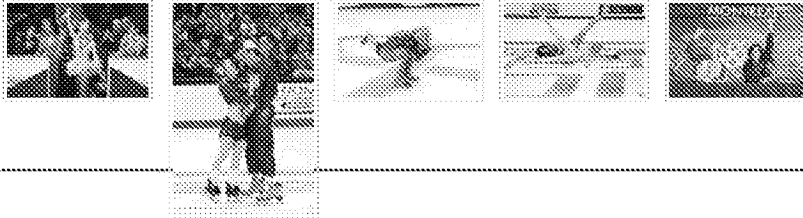
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The screenshot shows a movie page for "Blades of Glory". At the top, there is a navigation bar with "HOME", "ABOUT", "CONTACT", "FAQ", "SEARCH", and "RSS". Below the navigation bar, there is a header image for the movie "Blades of Glory" with the title "THE GATHERING" and "BU ON LO". The main content area features a large image of the movie's title "BLADES OF GLORY" and a synopsis: "When rival figure skaters Chazz Michael Michaels (Will Ferrell) and Simon MacTavish (Jon Heder) go ballistic in an embarrassing, no-holds-barred fight at the World Championships, they are stripped of their gold medals and banished from the sport for life. Now, three-and-a-half years on, they've found a loophole that will allow them to compete. If they can put aside their differences, they can skate together - in pairs' figure skating." Below the synopsis, there is a "TRAILER" section with a "WATCH NOW" button. The page also includes a "CAST" section with a list of actors and their roles.

## Thumbnails Gallery for Blades of Glory



## Fuzzy Lion

<http://www.fuzzylion.com>

<http://www.fuzzylion.com/2007/01/more-blades-of-glory/>

20,000 unique readers per month

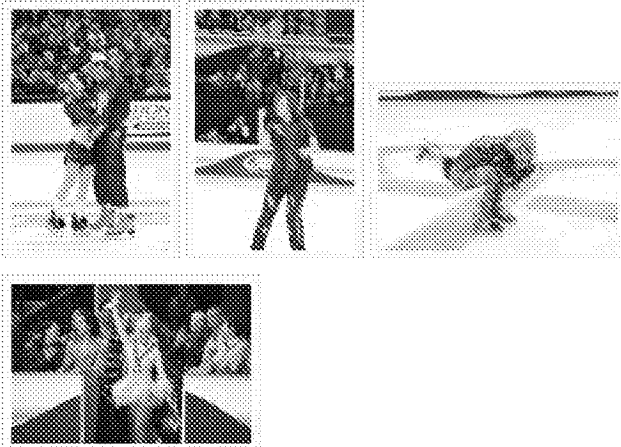
Home page feature with the new still images

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## More Blades of Glory

Here are some very promising stills from "Blades of Glory." There's also a website up and running, but the only thing there is the trailer. In the meantime, these will have to hold you over. (Click for full size images.)



Filed under: [Movies](#) on January 29th, 2007 | [No Comments »](#)

## Ebaums World

[http://emuse\\_ebaumsworld.com/watch/11356](http://emuse_ebaumsworld.com/watch/11356)

Trailer featured on site

The screenshot shows the Ebaums World website interface. At the top, there is a search bar and navigation links for 'Sign Up' and 'Login'. Below the search bar, there is a banner for 'DON'T CHANGE YOUR PERSONALITY. CHANGE YOUR LIFE.' with a 'TOP' badge and a 'DeVry' logo. The main content area features a video player titled 'Blades of Glory Trailer' with a play button and a progress bar. To the right of the video player, there is a description of the trailer, mentioning the film 'Blades of Glory' and the actors Will Ferrell and Jon Heder. Below the description, there is a 'The Soulmate Calculator' section with a sub-header 'Find The Name Of Your Own Soulmate Predicted Down To Their Very Name'.

## Smart Video Channel

<http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=BB475D3B65714F3C9EFE174425DDB6CC>

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Trailer featured on site, 200 views thus far

[Advertise on this site](#)

## Comedy Central's Friends

[Watch a video clip](#)  
[Watch the full episode](#)  
[Blades of Glory clips](#)  
[Blades of Glory trailers](#)  
[Blades of Glory photos](#)  
[Blades of Glory news](#)  
[Blades of Glory reviews](#)  
[Blades of Glory interviews](#)  
[Blades of Glory behind the scenes](#)

**CLICK HERE**



**TRADE OLD GAMES FOR NEW GAMES**

Ad by Google

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Recent videos

### Blades of Glory Trailer



By: [thatsfunny](#)  
Added: 20 minutes ago

Will Ferrell and Jon Heder star as rival figure skaters forced to compete as the first male-male figure skating pair in history. "Blades of Glory" (2007)

Views: 183  
Tags: [Blades of Glory Trailer](#)  
[Will Ferrell](#)  
[Jon Heder](#)  
[skating](#)

Share this video on your Website / Forum / Blog / MySpace / Facebook

URL: <http://www.icedmedia.com/blades-of-glory-trailer>  
Embed: [clickable embed](#) / [code embed](#)



## Vimeo

<http://www.vimeo.com/clip:135396>

Trailer featured on site, over 200 views thus far

### Lucky you!

In case you missed it, you now have 250 megs a week! Watch the video.

[\[X\] Hide](#)

Uploaded February 1, 2007

## Blades of Glory Trailer

vimeo



[Embed](#) [Flag](#)

Will Ferrell and Jon Heder star as rival figure skaters forced to compete as the first male-male figure skating pair in history. "Blades of Glory" skates into theaters March 30, 2007.

[thatsfunny](#)  
N.Y.

thatsfunny's clips

[See all 1](#)

This is the newest clip.



This is the oldest clip.

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[www.wifey.com](http://www.wifey.com)

[Watch a video clip](#)

## FilmWad

<http://www.filmwad.com>

<http://www.filmwad.com/blades-of-glory-trailer--1707-p.html>

60,000 unique readers per month

Home page feature with "Blades" trailer

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Jorda  
Jumy  
videx  
jorda

Ads by Google

### **Jordan Pruitt CD - 13.99**

Preorder Jordan 's new CD & get a free  
Lip Smacker - its a great buy!

[Ads by Google](#)

[News](#) > [Blades of Glory trailer!](#)

### **Borat Movie Trailer**

Watch Borat Trailer Free Today! Borat  
Movie This Fall Only at vMix.

[Advertise on this](#)



### **Basegirl**

<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 most of the still images we sent out



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basegirl

basegirl is a free, online, community for female fans of professional sports. It's a place where you can find like-minded people to talk to about your favorite teams and players.

## Blades of Glory



So tomorrow is February and thus begins 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/Jos Heder figure skating comedy, "Blades of Glory," asking me if I could do anything with it since it's (arguably) sports-related.

Four things:  
Four things:

- 1) I'm totally gonna go see anything Will Ferrell is in since I haven't been able to stop quoting "Talented Mr. Ripley" since the first time I saw it in a margarita haze.
- 2) You're 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 "Armed & Dangerous" and
- 4) YES YES YES WHEN DOES IT OPEN? I WANT TO SEE IT NOW YES

Herewith, the trailer:



## basegirl



Kristen  
Boston,  
Massachusetts,  
135

I'm a 28-year-old Editor living in Brookline and working in Boston. hobbies include snarking, vacationing and working myself into a righteous lather over people who are still whining about the Tank Rule.

[View my complete profile](#)



Chicks Talk Football

Feeder's  
Feed of the Year  
2004-2005

## blogs

- NFL Tickets
- Red Sox Tickets
- Mets Tickets
- White Sox Tickets

## blogs

- Email Me

## previous posts

- Blades of Glory
- Veterans
- For the record...
- Resolutions
- Three States: Patriots Fan Shop...HAPPY BIRTHDAY!
- World's Best Employer
- Tom Brady and the Rugged Bunch
- And now, we are on holiday. We do the dance of life.
- Personal Thoughts have no place here.

## sports links

- 2007
- The Baseball Digest
- Baseball Reference
- Bill Simmons
- Blue Cross and Red Cross

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Personal protective, to be sure.



Arrh, ice princesses. Perfect for party.



## DeadSpin

<http://www.deadspin.com>

<http://deadspin.com/sports/leftovers/leftovers-a-tortured-eagle-229666.php>

Site stats pending

"Blades" trailer feature from With Leather linked from home page of Gawker-network sports blog

## The Feed

<http://thefeed.blogs.com>

[http://thefeed.blogs.com/the\\_feed/2007/01/that\\_young\\_man\\_.html](http://thefeed.blogs.com/the_feed/2007/01/that_young_man_.html)

"Blades" trailer featured on home page of sports blog

## Zoner Sports

<http://www.zonersports.com>

<http://zonersports.com/?p=734>

"Blades" trailer featured on home page of sports blog

## Sports by Brooks

<http://www.sportsbybrooks.com>

<http://sportsbybrooks.com/blades-of-glory-trailer-released-11997.php>

300,000 unique readers per month

"Blades" trailer and still image featured on home page of the most popular sports blog on the web

## Movies Online

<http://www.moviesonline.ca>

[http://www.moviesonline.ca/movienews\\_11034.html](http://www.moviesonline.ca/movienews_11034.html)

"Blades" trailer and photos featured on home page of movie/entertainment site

## Touching All The Bases



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<http://touchingallthebases.blogspot.com>

<http://touchingallthebases.blogspot.com/2007/01/thats-best-aquafina-ive-ever-had-bro.html>

50,000 unique readers per month

"Blades" trailer featured on home page of sports blog

#### **FHMUS.com**

[http://www.fhmonline.com/wtf\\_big\\_eye\\_on\\_the\\_web.asp?cni\\_id=8&strn\\_id=9](http://www.fhmonline.com/wtf_big_eye_on_the_web.asp?cni_id=8&strn_id=9)

(750K unique visitors per month)

"Blades Of Glory" trailer featured as 1/22/07's "Big Eye On The Web"

#### **Break**

<http://my.break.com/media/view.aspx?ContentID=212777>

Blades of Glory trailer featured on the site

Over 1000 views thus far

#### **ICED Blog**

<http://www.icedblog.com>

2K unique visitors per month

Trailer featured on homepage

#### **Vidilife**

<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=4DC926B8-086E-47BA-AA0E-7>

Blades of Glory trailer featured on the site

Over 1400 views thus far

#### **Metacafe**

[http://www.metacafe.com/watch/391367/blades\\_of\\_glory\\_trailer/](http://www.metacafe.com/watch/391367/blades_of_glory_trailer/)

Blades of Glory trailer featured on the site

Over 500 views thus far

#### **Vidiac**

<http://www.vidiac.com>

<http://www.vidiac.com/video/825c47c2-50b6-452a-bbc4-98ba00d57764.htm>

1700+ views of "Blades" trailer on viral video site

#### **Flukiest**

<http://www.flukiest.com>

[http://www.flukiest.com/media?f\\_id=473923](http://www.flukiest.com/media?f_id=473923)

2800+ views of "Blades" trailer on viral video site

#### **Sharkle**

<http://www.sharkle.com/video/115516/>

Blades of Glory trailer featured on the site

Over 1400 views thus far

#### **Daily Motion**

[http://www.dailymotion.com/video/x10qts\\_blades-of-glory-trailer](http://www.dailymotion.com/video/x10qts_blades-of-glory-trailer)

Blades of Glory trailer featured on the site

Over 32,000 views thus far

(screen shots in previous report)

#### **Addicting Clips**

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



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Blades of Glory trailer featured on the site

Over 1300 views thus far

**Veoh**

<http://www.veoh.com/videos/v212592aqf9c7xf>

Blades of Glory trailer featured on the site

Under 7000 views thus far

(screen shots in previous report)

**Clip Shack**

<http://clipshack.com/Clip.aspx?key=72CF09E5A8339A09>

Blades of Glory trailer featured on the site

Over 4100 views thus far

(screen shots in previous report)

**Bolt**

[http://www.bolt.com/Thatsfunny/video/Blades\\_of\\_Glory\\_Trailer/2923410](http://www.bolt.com/Thatsfunny/video/Blades_of_Glory_Trailer/2923410)

Blades of Glory trailer featured on the site

Over 1500 views thus far

(screen shots in previous report)

**Whatevs**

<http://whateves.com/?p=584>

"Blades" trailer and image featured on homepage of this entertainment blog

(screen shots in previous report)

**Teen Hollywood**

<http://www.teenhollywood.com>

<http://www.teenhollywood.com/video.asp>

2,000,000 unique readers per month

Trailer featured in "Trailers/Videos" section of teen-oriented movie site

(screen shots in previous report)

**With Leather**

<http://withleather.com>

<http://withleather.com/post.phtml?pk=1937>

750K uniques per month

Trailer featured on home page of sports blog

(screen shots in previous report)

**Fuzzy Lion**

<http://www.fuzzylion.com>

<http://www.fuzzylion.com/2007/01/blades-of-glory/>

20,000 unique readers per month

Trailer and still image featured on home page of entertainment blog

(screen shots in previous report)

**Cinema Confidential (UGO Network)**

<http://www.cinecon.com>

<http://cinecon.com/news.php?sid=298>

Site stats pending

"Blades" trailer featured on home page of movie site

(screen shots in previous report)



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**Superior Pics (UGO)**

<http://www.superiorpics.com>

[http://news.superiorpics.com/2007/01/17/Blades\\_of\\_Glory\\_Trailer\\_And\\_Photos.html](http://news.superiorpics.com/2007/01/17/Blades_of_Glory_Trailer_And_Photos.html)

750,000 unique readers per month

Trailer, cast link, and stills posted in home page feature on entertainment site  
(screen shots in previous report)

**Filmstalker**

<http://www.filmstalker.co.uk>

[http://www.filmstalker.co.uk/archives/2007/01/blades\\_of\\_glory\\_trailer\\_online.html](http://www.filmstalker.co.uk/archives/2007/01/blades_of_glory_trailer_online.html)

60K uniques per month

"Blades" trailer and still image featured on home page of movie site  
(screen shots in previous report)

**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  
(screen shots in previous report)

**Inside Pulse / Popcorn Junkies**

<http://popcornjunkies.insidepulse.com>

<http://popcornjunkies.insidepulse.com/articles/64032/2007/01/17/sneak-peek-at-ibldes-of-gloryi-trailer.html>

900,000 unique readers per month

Trailer and still image posted in home page feature on male-oriented movie/entertainment website  
(screen shots in previous report)

**ScreenRant**

<http://www.screenrant.com>

<http://screenrant.com/archives/blades-of-glory-funny-in-a-squ-567.html>

50,000 unique readers per month

Trailer and still image posted in home page feature on movie blog  
(screen shots in previous report)

**The Big Lead**

<http://www.thebiglead.com>

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

Site stats pending

Trailer posted on home page of sports blog  
(screen shots in previous report)

**Bumpshack**

<http://www.bumpshack.com>

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

300K uniques per month

Site stats pending

Trailer and brief plot synopsis posted in home page feature on celeb/entertainment blog  
(screen shots in previous report)

**Buzzsugar**

<http://www.buzzsugar.com>



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<http://buzzsugar.com/109719>

300,000 unique readers per month

Trailer and still image posted in home page feature on entertainment blog  
(screen shots in previous report)

#### **The Plugg**

<http://www.theplugg.com>

<http://www.theplugg.com/2007/01/17/blades-of-glory-trailer/>

120,000 unique readers per month

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

#### **Film Rotation**

<http://www.filmrot.com>

<http://www.filmrot.com/articles/news/007628.php>

100K uniques per month

"Blades" trailer and still image featured on home page of movie site  
(screen shots in previous report)

#### **Evil Beet**

<http://evilbeet.blogspot.com>

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

250K uniques per month

Site stats pending

Trailer featured on home page of celeb/entertainment blog  
(screen shots in previous report)

#### **Sorry I Got Drunk**

<http://www.sorrygotdrunk.com>

[http://sorrygotdrunk.com/archives/2007/01/video\\_blades\\_of.php](http://sorrygotdrunk.com/archives/2007/01/video_blades_of.php)

70,000 unique users per month

"Blades" Trailer featured on homepage with still image  
(screen shots in previous report)

#### **Comedy Central Insider**

<http://ccinsider.comedycentral.com>

[http://ccinsider.comedycentral.com/cc\\_insider/2007/01/video\\_blades\\_of.html](http://ccinsider.comedycentral.com/cc_insider/2007/01/video_blades_of.html)

Trailer posted to home page of CC Insider blog  
(screen shots in previous report)

#### **Mean Duck**

<http://www.meanduck.com>

<http://www.meanduck.com/?url=links/start&a=open&id=3579>

250,000 unique users per month

"Blades" trailer and still image posted to front page of viral humor site  
(screen shots in previous report)

#### **NewsToday**

<http://www.newstoday.com>

600,000 unique users per month

Various posts to Blades trailers on viral sites  
(screen shots in previous report)

#### **FreeOps**



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<http://www.freeoops.net>

200,000 unique users per month

Various posts to Blades trailers on viral sites  
(screen shots in previous report)

**TotalFark**

<http://www.totalfark.com>

3,000,000 unique users per month

Various posts to Blades trailers on viral sites  
(screen shots in previous report)



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**Norbit – Online Campaign 2/1/07**

**53 different sites are now featuring Norbit content we've serviced.**

**Attached is a spreadsheet with direct urls and # of clicks for the various viral clips that have been uploaded. The report below includes screen shots and urls from all the coverage thus far.**

**This week, we added the "Talking Dog," "Trump vs Rasputia," "Meet Rasputia" and "Don't Adjust My Seat" clips to various sites. The 4 exclusive clips have now been serviced and should all be up by tomorrow. Blackfilm already has theirs up. Prize pack contests are slated to start going live on Monday as well as the E-card syndicated contest.**

**The gag reel, trailer and 4 other Norbit clips have over 230,000 combined views.**

**Our (celebrity/entertainment) blog contest with the E-card launches this week. We're setting up a contest page where entrants can create their own Norbit e-card, putting their faces into still images from the movie (there are 6 different e-card templates)**

**After they've sent the card to their friends, they'll send us the URL of the card along with their info and the site where they saw the contest. We'll put their image into a gallery on the contest page. We'll select one winner at random, who will win a "Dinner and a Movie Date" package (basically a \$200 Visa gift card for them to use for a nice dinner and movie)**

<http://icedmedia.com/contests/norbit/frameset.htm>

#### **NEW/LIVE FEATURES**

##### **College Club**

<http://www.collegeclub.com>

<http://www.collegeclub.com/entertainment/>

Homepage flash window promoted clips and gag reel



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The screenshot shows the CollegeClub.com website with a navigation bar including 'CAMPUS CULTURE', 'ENTERTAINMENT', 'CAREERS', and 'CONTESTS'. A main banner features the text 'Focus DAILIES and saving \$100' and 'Easy as 1, 2.' with a 'GET OUR SUGGEST' button. Below the banner, there are several content blocks: a video player titled 'See It Now' with a description about Eddin Murphy; a 'FIND A MEMBER' section with a 'CLICK HERE' link; a 'HATE ME!' section with a 'CLICK HERE' link; a 'win v.i.p. treatment DAVID'S BRIDAL' contest; and a 'COLLEGE CLUB FEATURES' section with three featured articles: 'A Legendary Talent' about John Legend, 'The White Stuff' about a film, and 'Real World Denver Divas' about a reality show.

CollegeClub.com  
Link to a world with thousands

CAMPUS CULTURE ENTERTAINMENT CAREERS CONTESTS MAIL IM CHAT CLUBS BOARDS

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See It Now  
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**ENTERTAINMENT**

IT BEGAN  
**Bastards of the Party**

Director Chi Ronan documents the heated history of the stars of the Blonds and the Drips.

MOVIES / DVDS / TV > GAMES > MUSIC



**Norbit**  
Are you an Eddie Murphy fan? Then check these clips and gag reels from his latest flick!



**Freedom Writers**  
Get up close and personal with Hilary Swank, Mario, and the cast of this gritty flick!



**She's A Dream**  
Beyonce's back on the silver screen with Dreamgirls. But is she just playing herself? Find out!

## Black Film

<http://blackfilm.com/20070126/>

"Norbit" Exclusive Clip and E-Card featured on the homepage.



**BLACKFILM.COM EXCLUSIVES**

Create a NORBIT Custom Valentine E-Card

Exclusive Norbit Clip

**FEATURES**

- Shoots
- Black
- Ocean
- The Ki
- Fantas
- Rise of
- Primev
- Blood &
- Perfect
- Pirates
- At War
- Music

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## Ja Live

<http://www.jalive.com/jm/>

(75K unique visitors per month)

"Norbit" Homepage Trailer Feature.

Top Stories

- Latest News

In The Streets

- Event Flyers
- Event Calendar
- Send your Flyer

Calendar

February 2007

Su	M	Tu	W	Th	F	Sa
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24



Mathematics Presents... Wu-Tang and Friends Unreleased



"Norbit" The new Eddie Murphy Movie!



death do us part) preview

Mr Vegas - Nuh Fren / Tek weh i

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Learn about Digital Media.

[www.digitallmedia.com](http://www.digitallmedia.com)

## Bumpshack

<http://www.bumpshack.com>

<http://bumpshack.com/?p=2205>

300,000 unique readers per month

"Don't Adjust My Seat" clip and Rasputia still image featured on home page of entertainment/news blog

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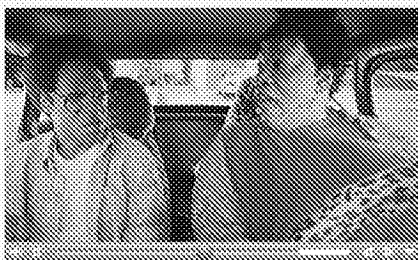
Bumpshack.com

Where the News Always Bumps

BOOKMARK RSS FEED

Home News Trailer Celebrities Plus: Matt Damon  
Eddie Murphy's 'Norbit' Wins Best Film at the Oscars  
The Oscar Queen Feb. 9th  
Norbit: A Preview  
Norbit: A Preview

'Norbit' starring Eddie Murphy opens up February 9th



If it ain't broke then don't fix it. 'Norbit' reminds me a bit of Eddie Murphy and his versatility in 'The Nutty Professor'. Check out the preview above. 'Norbit' opens on February 9th.



## Pop Star Plus

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

[http://www.popstarsplus.com/movies\\_n\\_norbit.htm](http://www.popstarsplus.com/movies_n_norbit.htm)

(200k monthly uniques.)

"Norbit" Movie Page Created w/ Trailer, Stills, Gag Reel, and E-Card.

## ONGOING FEATURES

### Crave Online

<http://www.craveonline.com>

<http://craveonline.com/videos/00003624/norbit.html>

3,000,000 unique readers per month

Norbit trailer linked on home page of entertainment/film site

### Can Mag

<http://www.canmag.com>

<http://canmag.com/trailerlist.php>

150,000 unique readers per month

"Don't Adjust My Seat" clip linked on home page "Movie Trailers" section

"Meet Rasputia" clip linked from main Movie Trailers page

### Fatlace

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

<http://www.fatlace.com/lacedup/>

<http://www.fatlace.com/lacedup/2007/01/25/norbit-starring-eddie-murphy-thandie-newton/>



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

(100K Unique visitors per month)

Norbit Gag Reel, film info featured on Laced Up blog page.

#### **Urban Bridgez**

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

<http://www.urbanbridgez.com/site/tvreeel.htm>

(1.1 Million unique visitors per month)

Norbit featured on front page of site, Film/TV page.

Feature includes trailer, gag reel, ecard, pics and synopsis

#### **Urban Magazine**

<http://www.urbanmagazine.net>

(100K Unique visitors per month)

Norbit trailer plays immediately upon homepage load.

#### **Pop Stars Plus**

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

[http://www.popstarsplus.com/movies\\_n\\_norbit.htm](http://www.popstarsplus.com/movies_n_norbit.htm)

[http://www.popstarsplus.com/actors\\_eddiemurphy.htm](http://www.popstarsplus.com/actors_eddiemurphy.htm)

(500K Unique visitors per month)

Norbit trailer added to Movies page, Eddie Murphy celeb profile.

#### **Rap Up**

<http://www.rap-up.com/>

<http://www.rap-up.com/index.php/?p=1228>

(200K Unique visitors per month)

Norbit trailer, film info added to front page of site.

#### **Rebel Vision**

<http://www.rebelevision.net/>

<http://www.rebelevision.net/norbit.html>

(100K Unique visitors per month)

Trailer, film info added to front page of site.

#### **Bizzom**

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

<http://www.bizzom.com/top-stories/483/movie-spotlight-norbit>

(100K Unique visitors per month)

Trailer, film info added to front page of site.

#### **Movies Online**

<http://moviesonline.ca>

[http://moviesonline.ca/movienews\\_11117.html](http://moviesonline.ca/movienews_11117.html)

Site stats pending

"Don't Adjust My Seat" clip in home page feature on movie blog

#### **The Jay**

<http://www.thejay.com>

<http://www.thejay.com/2007/01/26/mitzvah-eddie-murphy/>

"Norbit" trailer, gag reel, "Don't Adjust My Seat," and "Meet Rasputia" clips featured in home page post on movie blog



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**Addicting Clips**

[www.addictingclips.com](http://www.addictingclips.com)

<http://www.addictingclips.com/Clip.aspx?key=26C78810700B6CC3>

Exclusive gag reel lived on the homepage, featured videos section and AddictingGames through from 1/19-1/25  
This clip has over 120,000 views to date

**DailyMotion**

Gag reel featured on this viral video site

27,000+ view thus far

[http://www.dailymotion.com/video/x11guo\\_\\_exclusive-first-look-norbit-gag-ree](http://www.dailymotion.com/video/x11guo__exclusive-first-look-norbit-gag-ree)

**Real Talk NY**

<http://www.realtalkny.net/>

homepage feature includes trailer, gag reel, official site link and more  
(screen shot in previous report)

**Bolt**

Gag reel featured on this viral video site

1300+ view thus far

[http://www.bolt.com/Thatsfunny/video/FIRST\\_LOOK\\_NORBIT\\_GAG\\_REE/2938932](http://www.bolt.com/Thatsfunny/video/FIRST_LOOK_NORBIT_GAG_REE/2938932)

(screen shot in previous report)

**ClipShack**

Gag reel featured on this viral video site

7100+ view thus far

<http://www.clipshack.com/Clip.aspx?key=A97FFFCE0C9AAFC4>

(screen shot in previous report)

**E-Spire Entertainment**

<http://www.E-Spire.blogspot.com>

Trailer Featured on entertainment hub

(screen shot in previous report)

**Young, Black and Fabulous**

<http://ybf.blogspot.com/>

Homepage feature includes trailer, photos and synopsis

(screen shot in previous report)

**Break.com**

Gag reel featured on this viral video site

1900+ views thus far

<http://my.break.com/media/view.aspx?ContentID=212773>

(screen shot in previous report)

**Veoh**

Gag reel featured on this viral video site

2000+ view thus far

<http://www.veoh.com/videos/v216867YF8C3C3E>

(screen shot in previous report)

**Vidiac**

<http://www.vidiac.com/video/eb8274f1-3f92-4e45-97d3-98be00dfa1b1.htm>

Gag reel featured on this viral video site



415 West Broadway, Suite 2N New York, NY 10012  
700+ view thus far

**VidiLife**

[http://www.vidilife.com/video\\_play\\_948710\\_EXCLUSIVE\\_FIRST\\_LOOK\\_NORBIT\\_GAG\\_REEL.htm](http://www.vidilife.com/video_play_948710_EXCLUSIVE_FIRST_LOOK_NORBIT_GAG_REEL.htm)  
Gag reel featured on this viral video site  
1200+ view thus far  
(screen shot in previous report)

**Inside Pulse / Popcorn Junkies**

<http://popcornjunkies.insidepulse.com>  
<http://popcornjunkies.insidepulse.com/articles/64133/2007/01/22/sneak-peek-at-inorbiti-trailer--gag-reel.html>  
900,000 unique readers per month  
Norbit trailer and gag reel featured on home page of movie site  
(screen shot in previous report)

**The Plugg**

<http://www.theplugg.com>  
<http://www.theplugg.com/2007/01/23/norbit-trailer-eddie-murphy-is-back/>  
120,000 unique readers per month  
Norbit trailer and e-card featured on home page of entertainment blog  
(screen shot in previous report)

**Superior Pics (UGO)**

<http://news.superiorpics.com/2007/01/23/>  
[http://news.superiorpics.com/2007/01/23/Norbit\\_Exclusive\\_Behind\\_The\\_Scenes\\_Gag\\_Reel.html](http://news.superiorpics.com/2007/01/23/Norbit_Exclusive_Behind_The_Scenes_Gag_Reel.html)  
750,000 unique readers per month  
Norbit trailer, gag reel, and still image featured on home page of entertainment/celeb site  
(screen shot in previous report)

**Fark.com**

<http://www.fark.com>  
<http://www.totalfark.com>  
3,000,000 unique readers per month  
Norbit gag reel linked on home page of Total Fark, the leading viral link aggregator site on the web  
(screen shot in previous report)

**Planet Urban**

<http://www.PlanetUrban.com.au>  
trailer featured on homepage  
(screen shot in previous report)

**RapSearch.com**

<http://rapsearch.com/>  
Trailer, E-card and Gag Reel Featured on homepage  
(screen shot in previous report)

**Indie Street**

[www.IndieStreetEnt.com](http://www.IndieStreetEnt.com)  
homepage feature includes synopsis, photo and trailer link  
added gag reel this week  
(screen shot in previous report)

**HHN Live**



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<http://www.hhnlive.com/media/index>

<http://www.hhnlive.com/media/more/video/53>

trailer featured on homepage

movie feature includes photo, synopsis and trailer

(screen shot in previous report)

#### **Middle Child Promotions**

<http://middlechildpromotions.com/>

trailer featured on homepage with photo and release date

(screen shot in previous report)

#### **Black Vibes**

<http://blackvibes.com/>

trailer featured on homepage

movie feature includes cast, release date, photo and trailer links

(screen shot in previous report)

#### **JA Live**

<http://www.jalive.com/jm/>

<http://www.jalive.com/jm/showvid.asp?strmArtist=Eddie%20Murphy&ftr=Thandie%20Newton,%20Eddie%20Griffith,%20Terry%20Crews,%20Clifton%20Powell,%20Cuba%20Gooding,%20Jr.&strmTitle=Norbit%20movie%20trailer>

homepage feature includes synopsis, photo and trailer link

(screen shot in previous report)

#### **Urban Connectionz**

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

<http://urbanhollywood.urbanconnectionz.com/>

homepage feature includes synopsis, photo and trailer link

(screen shot in previous report)

#### **ThickOnline**

<http://thickonline.com/>

<http://thickonline.com/noozwire/index.php?mod=cnt&act=cnt&id=1505>

Trailer featured on Noozwire section

(screen shot in previous report)

#### **The Screw Shop**

<http://www.thescrewshop.com>

<http://thescrewshop.com/board/viewtopic.php?p=606955#606955>

Movie feature includes photos, trailers and synopsis

(screen shot in previous report)

#### **Norbit Trailer Uploaded to the following 13 sites:**

Stupid Videos

[http://www.stupidvideos.com/video/commercials/Norbit\\_Trailer/](http://www.stupidvideos.com/video/commercials/Norbit_Trailer/)

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=BB7F794FCDF6C68A>

Bolt

[http://www.bolt.com/Thatsfunny/video/Norbit\\_Trailer/2942016](http://www.bolt.com/Thatsfunny/video/Norbit_Trailer/2942016)

ClipShack

<http://www.clipshack.com/Clip.aspx?key=9A5C5C8B3AE74D84>

DailyMotion





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

[http://www.dailymotion.com/video/x11ouc\\_norbit-trailer](http://www.dailymotion.com/video/x11ouc_norbit-trailer)

Flurl

[http://www.flurl.com/item/Norbit\\_Trailer\\_u\\_222111](http://www.flurl.com/item/Norbit_Trailer_u_222111)

Live Video

[http://www.livevideo.com/video/C99EF853FCA04450AE9AA87F83489FD7/norbit-trailer.aspx?m\\_tkc=464213](http://www.livevideo.com/video/C99EF853FCA04450AE9AA87F83489FD7/norbit-trailer.aspx?m_tkc=464213)

Putfile

<http://media.putfile.com/Norbit-Trailer>

StreamDump

<http://www.streamdump.com/?561c16>

Veoh

<http://www.veoh.com/videos/v218036zAjfDmR>

Vidiac

<http://www.vidiac.com/video/20e16649-6795-463b-a3c3-98bf00c9c50e.htm>

VidLife

<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7>

ZippyVideos

[http://www.zippyvideos.com/4022856796567846/norbit\\_trailer/](http://www.zippyvideos.com/4022856796567846/norbit_trailer/)

**“Adjust My Seat” Clip uploaded to the following:**

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=DB526A79597A9557>

Bolt

[http://www.bolt.com/Thatsfunny/video/Norbit\\_Dont\\_Adjust\\_My\\_Se/2952863](http://www.bolt.com/Thatsfunny/video/Norbit_Dont_Adjust_My_Se/2952863)

Break

<http://my.break.com/media/view.aspx?ContentID=214549>

Clevver

<http://viralvideo.clevver.com/video/cbc891ed-39d5-46f3-b244-98c20104fd6f.htm>

ClipShack

<http://clipshack.com/Clip.aspx?key=CC5D733F605D6407>

DailyMotion

[http://www.dailymotion.com/video/x12fkz\\_norbit-dont-adjust-my-seat](http://www.dailymotion.com/video/x12fkz_norbit-dont-adjust-my-seat)

Flurl

[http://www.flurl.com/item/Norbit\\_Dont\\_Adjust\\_My\\_Seat\\_u\\_223036](http://www.flurl.com/item/Norbit_Dont_Adjust_My_Seat_u_223036)

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1742667&ml=fi%3d%26fu%3d1743955&>

Live Video

<http://www.livevideo.com/video/1EC273E98A47425A8A460C9400C45435/norbit-don-t-adjust-my-seat.aspx>

Putfile

<http://media.putfile.com/Norbit---Dont-Adjust-My-Seat>

Sharkle

<http://www.sharkle.com/video/116365/>

StreamDump

<http://www.streamdump.com/?fbaa97>

Stupid Videos

[http://www.stupidvideos.com/video/just\\_plain\\_stupid/Norbit\\_Dont\\_Adjust\\_My\\_Seat/](http://www.stupidvideos.com/video/just_plain_stupid/Norbit_Dont_Adjust_My_Seat/)

Vidiac

<http://www.vidiac.com/video/97473521-0b96-4a33-9e15-98c200cd79ec.htm>

VidLife

<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=A3D2BF2F-0EF7-49FB-B362-C>

**“Meet Rasputia” clip uploaded to the following:**

AddictingClips



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

<http://www.addictingclips.com/Clip.aspx?key=123ED23BA2273C25>

Bolt

[http://www.bolt.com/Thatsfunny/video/Norbit\\_Meet\\_Rasputia/2952924](http://www.bolt.com/Thatsfunny/video/Norbit_Meet_Rasputia/2952924)

Break

<http://my.break.com/media/view.aspx?ContentID=214548>

Clevver

<http://viralvideo.clevver.com/video/b67ef87e-2139-4a57-ad40-98c20108b863.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=21BA26DFCCFB712A>

DailyMotion

[http://www.dailymotion.com/video/x12fuh\\_norbit-meet-rasputia](http://www.dailymotion.com/video/x12fuh_norbit-meet-rasputia)

Flurl

[http://www.flurl.com/item/Norbit\\_Meet\\_Rasputia\\_u\\_223040](http://www.flurl.com/item/Norbit_Meet_Rasputia_u_223040)

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1742674&ml=fi%3d%26fu%3d1743955&>

Live Video

<http://www.livevideo.com/video/E8498AFB66CC4742825F76DD1BBC6B32/norbit-meet-rasputia.aspx>

Putfile

<http://media.putfile.com/Norbit--Meet-Rasputia>

Sharkle

<http://www.sharkle.com/video/116366/>

StreamDump

<http://www.streamdump.com/?d5ed30>

Stupid Videos

[http://www.stupidvideos.com/video/just\\_plain\\_stupid/Norbit\\_Meet\\_Rasputia/](http://www.stupidvideos.com/video/just_plain_stupid/Norbit_Meet_Rasputia/)

Vidiac

<http://www.vidiac.com/video/ad51d735-fb11-487c-9ded-98c200d1d318.htm>

VidiLife

<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=BE705058-803E-4C81-9B1E-1>

### **Lloyd the Talking Dog Clip**

Addicting Clips <http://www.addictingclips.com/Clip.aspx?key=F2858FEE9EA2395F>

Bolt

[http://www.bolt.com/broadwayjoe415/video/Talking\\_Dog\\_from\\_Norbit/2972312](http://www.bolt.com/broadwayjoe415/video/Talking_Dog_from_Norbit/2972312)

ClipShack

<http://www.clipshack.com/Clip.aspx?key=DBFE15A50C2ED2DD>

DailyMotion

[http://www.dailymotion.com/video/x13god\\_talking-dog-from-norbit](http://www.dailymotion.com/video/x13god_talking-dog-from-norbit)

Ebaum's World

<http://emuse.ebaumsworld.com/watch/11295>

Flurl

[http://www.flurl.com/item/Talking\\_Dog\\_from\\_Norbit\\_u\\_224451](http://www.flurl.com/item/Talking_Dog_from_Norbit_u_224451)

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1749819&ml=fi%3d%26fu%3d1896951&>

LiveVideo

<http://www.livevideo.com/video/BD6FA70BDFDE40889B1C335911449BE2/talking-dog-from-norbit-.aspx>

MetaCafe

[http://www.metacafe.com/watch/410789/talking\\_dog\\_from\\_quot\\_norbit\\_quot/](http://www.metacafe.com/watch/410789/talking_dog_from_quot_norbit_quot/)

Putfile

<http://media.putfile.com/Talking-Dog-from--Norbit->

Sharkle



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<http://www.sharkle.com/video/116846/>

Smart Video Channel

<http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=F2A47C35FD6443CE90AF31CF6C20BE33>

Veoh

<http://www.veoh.com/videos/v227252YqMm3gZE>

Vidilife

<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=4034E3FC-3DF8-4155-A7AD-B>

Vimeo

<http://www.vimeo.com/clip:134860>

Youtube

<http://www.youtube.com/watch?v=afuhSi13YAs>

Donald vs. Rasputia

Addicting Clips

<http://www.addictingclips.com/Clip.aspx?key=6E71646DBE228787>

Bolt

[http://www.bolt.com/parkmyvibe/video/Donald\\_Trump\\_vs\\_Rasputia/2971836](http://www.bolt.com/parkmyvibe/video/Donald_Trump_vs_Rasputia/2971836)

Clevver

<http://viralvideo.clevver.com/video/edb63288-ba08-4e75-a8fd-98c700c48542.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=47F6ED1FEB59770E>

DailyMotion

[http://www.dailymotion.com/video/x13pc2\\_donald-trump-vs-rasputia](http://www.dailymotion.com/video/x13pc2_donald-trump-vs-rasputia)

Ebaum's World

<http://emuse.ebaumsworld.com/watch/11285>

Flurl

[http://www.flurl.com/item/Donald\\_Trump\\_vs\\_Rasputia\\_u\\_224417](http://www.flurl.com/item/Donald_Trump_vs_Rasputia_u_224417)

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1749790&ml=fi%3d%26fu%3d1896949&>

LiveDigital

<http://livedigital.com/content/1451300/>

LiveVideo

<http://www.livevideo.com/video/35A98E8098624EFDBF2AA581B7044A24/donald-trump-vs-rasputia.aspx>

Metacafe

[http://www.metacafe.com/watch/410781/donald\\_trump\\_vs\\_rasputia/](http://www.metacafe.com/watch/410781/donald_trump_vs_rasputia/)

Putfile

<http://media.putfile.com/Donald-Trump-vs-Rasputia>

Sharkle

<http://www.sharkle.com/video/116838/>

Smart Video Channel

<http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=D505619EBA5841B2AE7708BCC08E7549>

StreamDump

<http://www.streamdump.com/?5b3003>

Stupid Videos

[http://www.stupidvideos.com/video/just\\_plain\\_stupid/Donald\\_Trump\\_vs\\_Rasputia/](http://www.stupidvideos.com/video/just_plain_stupid/Donald_Trump_vs_Rasputia/)

Veoh

<http://www.veoh.com/videos/v221878JXknBYjS>

Vidiac

<http://www.vidiac.com/video/765b7ad2-2528-44f5-abfd-98c700d84a83.htm>

Vidilife

<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9>

Vimeo

<http://www.vimeo.com/clip:134834>



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Youtube

<http://www.youtube.com/watch?v=ItXNBOTmZE4>

# **Rubin Reply Exhibit 17**

<b><i>Video ID</i></b>	afuhSi13YAs
<b><i>Video Title</i></b>	Talking Dog from "Norbit"
<b><i>Length (Seconds)</i></b>	46
<b><i>Date Video Uploaded</i></b>	1/31/2007
<b><i>YouTube Account Username</i></b>	broadwayjoe415
<b><i>Date YouTube Account Created</i></b>	10/13/2006
<b><i>Signup Email</i></b>	broadwayjoe415@hotmail.com
<b><i>Signup IP</i></b>	63.138.106.242
<b><i>Video Description</i></b>	Charlie Murphy voices a talking dog.