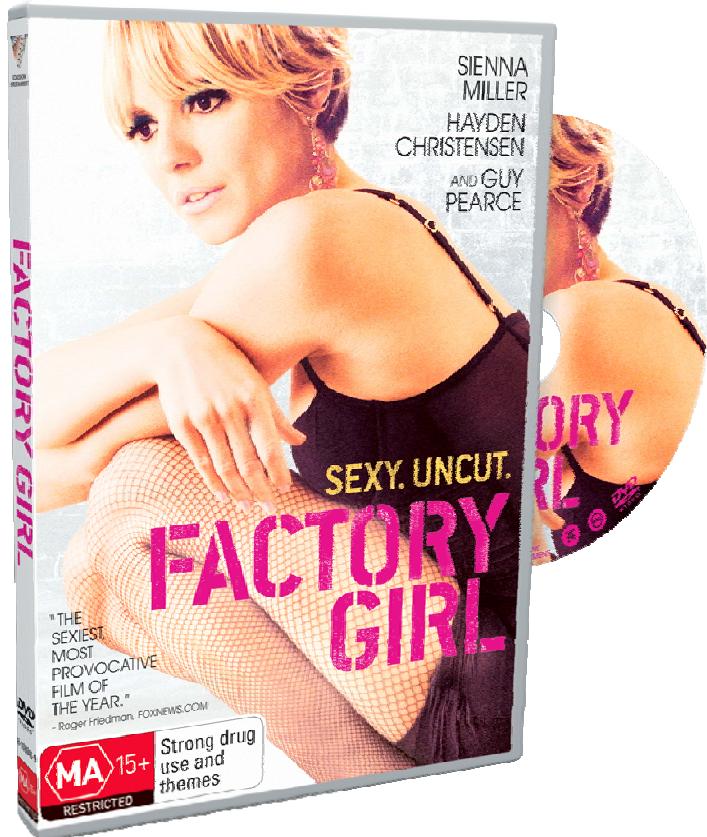


PROMOTIONAL OVERVIEW



Sanity, HMV & Virgin

- Gift With Purchase throughout Sanity, HMV and Virgin
- Supported via in-store POS
- With every purchase of Factory Girl, consumer receives a complimentary Napoleon Perdis makeover worth \$80 and 10% discount off their Summer Product Range
- Napoleon Perdis gift cards handed out at till point



Equal Shopping Centre Tour

- Equal is implementing an experiential campaign to engage women 25-39 years (without children) to the Equal brand
- Equal Cafes will be set up in 6 shopping centres in VIC and NSW for 3 days per centre during the months of August & September
- Equal ambassadors will be distributing 5,000 Factory Girl postcards with a 2-4-1 Video Ezy rental offer on back

To celebrate the **DVD** release of

FACTORY GIRL

on August 15

Equal and Video Ezy are offering you a
FREE* MOVIE RENTAL!

Rent any New Release Movie at **Video Ezy**
and rent another New Release Movie **FREE!**
(to equal or lesser value)

*Terms and Conditions: Video Ezy members should present this voucher when they rent any New Release movie to receive a new release movie rental FREE. Normal membership, rental and extended viewing fee conditions apply. Not to be used in conjunction with any other offer. Limit of one voucher per membership per day. Free rental must be of equal or lesser value than paid rental. Excludes games & box sets. Not valid on public holidays or store discount days. Offer only valid at participating Video Ezy stores. Offer expires 30/9/07.



NC912204

The Weinstein Company

ROADSHOW ENTERTAINMENT

VIDEO EZY

Equal.

Equal Shopping Centre Dates

Shopping Centre	Day 1	Day 2	Day 3
Westfield Bondi Junction	Fri 3 rd August	Sat 4 th Aug	Sun 5 th August
Westfield Miranda	Fri 10 th August	Sat 11 th August	Sun 12 th August
Westfield Parramatta	Fri 17 th August	Sat 18 th August	Sun 19 th August
Chadstone Shopping Centre	Fri 31 st August	Sat 1 st Sept	Sept 2 nd Sept
Southland	Fri 7 th Sept	Sat 8 th Sept	Sun 9 th Sept
Fountain Gate	Fri 14 th Sept	Sat 15 th Sept	Sun 16 th Sept

NSW

VICTORIA



Equal

Famous Magazine

- Full page promotion in issue on sale 20th August
- Winner & 20 friends can win a private screening of Factory Girl at their local multiplex, plus a bottle of KenzoAmour each
- Readers enter online at yahoo7.com.au/famous

WIN
A NIGHT WITH AN IT GIRL
Enjoy an exclusive private screening of *Factory Girl*.

One winner
plus 20
friends
SIENNA MILLER

KenzoAmour valued at \$152

HOW TO ENTER

Visit www.yahoo7.com.au/famous and enter the competition by answering this question in 25 words or less.
"What do you love about Sienna Miller and why?"
Then enter the codeword followed by your name and address. Good luck!
Australian residents only.

Movie screening of *Factory Girl* on 20th August and conditions. Competition closes 20/08/2007 23:59 (EST). The winner will be the first entry received by the judging panel from the competition website. The winner will receive an exclusive private screening of *Factory Girl* on 21/08/2007. The winner will receive a bottle of KenzoAmour valued at \$152. The prize is non-transferable. The promoter is *Famous Magazine Pty Ltd*, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 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MAC Sponsorship

- MAC Cosmetics were the official cosmetics partner for the Factory Girl DVD premiere
- 2 x MAC artists gave Edie Sedgwick inspired makeovers at the MySpace event
- MAC provided product for media show bags



- A number of female and film focus websites are running online competitions, communicated via databases:
 - Who Weekly starting 17 August
 - Village Cinemas in newsletter 16 August to over 300,000 online members
 - She Said w/c 20 August
 - OK! Online from 15 August



Who.com

Yahoo!7 My Yahoo!7 Yahoo!7 Mail | Make Yahoo!7 Your Home Page

YAHOO! LIFESTYLE [Sign In](#) [New User? Sign Up](#)

See this week's Who for details.

Who

HOME NEWS PHOTOS CELEB Q&A TV BLOG MAGAZINE

Latest News

- Nicole and Joel Engaged?
- Britney's Former Rehab Facility Subpoenaed in Custody Fight
- Ethan Hawke: Celeb Marriage Bad for His Ego
- Kevin Drinks Up Vegas Nightlife
- Britney Becomes Vegas Illusionist's Latest Angel
- Amy Winehouse Cancels All Her August Commitments
- Gwen Stefani Can't Wait to Get Pregnant Again
- Jennifer Aniston Hops Back into Career Mode

Competitions

Factory Girl DVD Giveaway
WHO.com and Roadshow Entertainment are giving away 10 Factory Girl prize packs to celebrate the film's release on DVD.
[Click Here To Enter!!](#)

WHO.com Daily Email Giveaway
Sign up for the WHO.com daily email and you'll be an exclusive DVD Pack.
[Click Here To Enter!!](#)

Forbidden Lie\$ Preview Tick
WHO.com and Palace Films are giving you the chance to win a preview of Forbidden Lie\$ in your state*.
[Click Here To Enter!!](#)

Samsung U700 Competition

<http://au.ard.yahoo.com/SIG=12mca84/M=611229.11257258.11816339.10917833/D=mail/mobile/S=2022325575/N=yA1N2/D9=11876>

See this week's Who for details.

Who

HOME NEWS PHOTOS CELEB Q&A TV BLOG MAGAZINE WIN [SEARCHWHO.com](#) GO

Factory Girl DVD Giveaway

For your chance to win a Factory Girl prize pack enter your details below and answer the simple question.

* Name

* Address

* Suburb

* State

* Postcode

* Phone Number

* Email Address

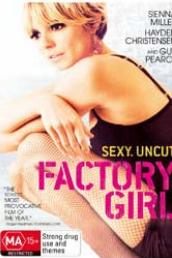
* Tell us in 25 words or less which celebrity you would like to meet and why?

Please check this box if you would like to receive WHO.com email alerts. By signing up you are agreeing to receive WHO.com email alerts.

Start downloading from site: <https://survey.timeinc.com.au/display.php?s=2592947dd0458802&mod=2>

WHO.com and Roadshow Entertainment are giving away 10 Factory Girl prize packs to celebrate the film's release on DVD.

Each prize pack contains the Factory Girl DVD, Music and Lyrics DVD and The Last Kiss DVD.


Sienna Miller, Hayden Christensen and Guy Pearce

Today we have Paris Hilton, but in 1965 there was Edie Sedgwick, whose friendship with artist Andy Warhol catapulted her to super-societie status. Watch as Edie (played by Sienna Miller) finds herself at the centre of a social revolution bursting with sex, drugs, style and rock 'n' roll.

Factory Girl is available to rent or buy on DVD from August 15.

Village Cinemas

Give Dad the gift of movies this Father's Day! - Message (HTML)

File Edit View Insert Format Tools Actions Help

From: Village Cinemas [mailto:villagecinemas.com.au]
To: Marie White
Cc:
Subject: Give Dad the gift of movies this Father's Day!

> Sneak previews of new Aussie film
Village Cinemas is hosting sneak previews for the new Australian film *The Final Winter*, next weekend on 31 August and 1 & 2 September. Tickets for these special screenings are will be available on 28 August. To find out more about this amazing new film [click here](#)

FRIENDS OF THE VMC
> Win one of 10 DVDs!
Thanks to our friends at Roadshow Entertainment, one lucky member of our Friends of the VMC will win a DVD copy of *Factory Girl*, starring Sienna Miller and Guy Pearce, detailing the incredible life of Edie Sedgwick.
For your chance to win [click here!](#)

SESSION TIMES Click here to buy your tickets.

Village Cinemas Australia
Join Factory - Cinema For Dad
1st Floor, 500 Chapel St, South Yarra, 3141
Session times are updated every Tuesday evening and are subject to change without notice. If session times are not currently available for the day you wish to go to the movie, please try again later.

start

Inbox - Microsoft Outlook Give Dad the gift of ...

ON 100% 9:43 AM Thursday 23/08/2007

COMPETITIONS



FACTORY GIRL

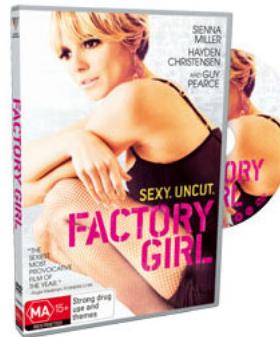
Today it's Paris, Scarlett and Lindsay. But in the year 1965, there was only one IT Girl: Edie Sedgwick.

She hailed from a wealthy, aristocratic American family. She was stunning, vivacious, glamorous, rebellious. And when Edie Sedgwick met Andy Warhol - one of the century's most astounding artists - she was catapulted into superstar status. Suddenly Edie found herself at the centre of a revolution bursting with sex, drugs, style and rock 'n' roll. It was a mad rush for fame and fabulousness that was destined to spin out of control.

Starring Sienna Miller as the dazzlingly cool Edie, Guy Pearce as the enigmatic Andy, **Factory Girl** is the story of a wild girl searching for her fifteen minutes of fame at a time when anything could happen - and did.

Thanks to our friends at Roadshow Entertainment, we're giving our VMC members the chance to win their very own copy of **Factory Girl**, starring Sienna Miller and Guy Pearce! To enter simply answer the questions below!

DVD available to rent or buy August 15



The image shows a Windows desktop environment. On the left, a web browser window displays the homepage of shesaid.com.au. The homepage features a pink header with the 'shesaid' logo, a sidebar with various categories like 'she said THINGS', and a main content area about the movie 'Factory Girl' on DVD. On the right, a Microsoft Outlook window is open, showing an email message from 'shesaid@shesaid.com' to 'Marie White' with the subject 'Dannii caught on camera plus win tickets to see Hairspray'. The email body contains a link to a promotional page for 'Hairspray'. The bottom of the screen shows the Windows taskbar with icons for the Start button, Microsoft Outlook, and several open windows.

shesaid.com.au - Microsoft Internet Explorer

she said THINGS

she said COMPETITIONS

WIN Factory Girl on DVD

Today it's Paris, Scarlett and Lindsay. But in the year 1965, there was only one IT Girl: Edie Sedgwick.

She hailed from a wealthy, aristocratic American family. She was stunning, vivacious, glamorous, rebellious. And when Edie Sedgwick met Andy Warhol - one of the century's most astounding artists - she was catapulted into superstar status. Suddenly Edie found herself at the centre of a revolution bursting with sex, drugs, style and rock 'n' roll. It was a mad rush for fame and fabulosity that was destined to spin out of control.

Starring Sienna Miller as the dazzlingly cool Edie, Guy Pearce as the enigmatic Andy, Factory Girl is the story of a wild girl searching for her fifteen minutes of fame at a time when anything could happen - and did.

DVD available to rent or buy August 15

To celebrate Factory Girl's release onto DVD we have 10 copies to give away to 10 lucky readers. Simply answer the question below to win.

shesaid Entry Form

BY AIIIA WARWICK

If you have previously entered a shesaid competition, please enter your Name and Postcode below, to grab your details for this competition.

Email:

Postcode:

she said

NEWSLETTER
Free shesaid newsletter.
SIGN UP to get your celebrity gossip hit weekly

she said

Share Recipes

Dannii caught on camera plus win tickets to see Hairspray - Message (HTML)

File Edit View Insert Format Tools Actions Help

From: shesaid@shesaid.com
To: Marie White
Cc:
Subject: Dannii caught on camera plus win tickets to see Hairspray

Sent: Tue 28/08/2007 2:24 PM

she said

WIN COMP

Snag ya juicy pr Father's
21st birthday present
Win a N Revolut from Ar

WIN TO HAIRSPRAY
You can't stop the beat
ONLY IN THEATRES SEPTEMBER 13

DANNII IN X-RATED TAPES
Idol contestant breaks up James Blundell's marriage, Owen Wilson rushed to Hospital, Kate Hudson gets distracted by men.

COMPETITIONS
WIN a Motorola MotoRAZR V3xx with Vodafone live, a Factory Girl DVD starring Sienna Miller or a Mixed Dozen of Clairault Wines.

MELBOURNE FASHION HUNT

2:24 PM Tuesday 28/08/2007

OK! Online

Added Value

Partner	Media Value
Equal Shopping Centre Tour	\$15,000
Famous	\$8,000
Who.com	\$5,000
Village Cinemas Database	\$5,000
Shesaid.com.au	\$1,500
OK! Online	\$5,000