

SIMON **PEGG** THANDIE **NEWTON** HANK **AZARIA**

RUN FAT BOY RUN



CERT (TBC)

PICTUREHOUSE AND ENTERTAINMENT FILMS PRESENT A MATERIAL ENTERTAINMENT PRODUCTION "RUN FAT BOY RUN"

SIMON PEGG THANDIE NEWTON

HANK AZARIA DYLAN MURAN HARISH PATEL STARRING MICHELLE BUSHY AND KYLE SANDOZ STARRING ALEX WOODMAN COSTAR ANNE HARDWIRE

WRITTEN BY MICHAEL PARKER DIRECTED BY SOPHIE BECHTOLD PRODUCED BY RICHARD GREATREX BSC EXECUTIVE PRODUCERS CATHY LOBO PRODUCED BY NIGEL GREEN CAMILLA GALIANO ROLF MITTWEIS MARTHA COLEMAN EDITOR JOSEPH INFANTOLINO

ALEXA L. FOGEL PRODUCED BY ROBERT JONES AND SARAH CURTIS WRITTEN BY MICHAEL VAN BLACK STARRING MICHAEL VAN BLACK AND SIMON PEGG DIRECTED BY DAVID SCHWIMMER



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UNIVERSAL PICTURES PRESENTS THE NEW SHAPE FROM THE SHAPE OF STARS FILM COLLABORATION
WRITTEN BY MICHAEL PARKER AND THE SHAPE OF STARS FILM COLLABORATION
AND THE SHAPE OF STARS FILM COLLABORATION



PROMOTIONS SNAPSHOT

- To promote the DVD release of *Run Fat Boy Run*, \$172,000 added value has been secured across a number of third parties. The objective was to reach a broad demographic encompassing all people 16 – 39 years. Partners include:

| | |
|------------------------------|---|
| ✓ The Sun-Herald's City2Surf | 1 st July to 10 th August |
| ✓ Nova | 7 th July to 11 th July |
| ✓ 2UE | 7 th July to 11 th July |
| ✓ Vega | 7 th July to 11 th July |
| ✓ Sharks vs. Eagles NRL Game | 13 th July |
| ✓ Who Weekly | 18 th July to 24 th July |
| ✓ Mornings with Kerri-Anne | 28 th July to 1 st August |
| ✓ Fitness First | Prizing |
| ✓ Gatorade | Prizing |
| ✓ Rebel Sport | Prizing |
| ✓ LG | Prizing |



- The Sun-Herald's City2Surf is Australia's biggest fun run!
- In 2007 64,713 helped raise \$1,049,048 for charity.
- City2Surf 2008 is on Sunday 10th August.
- In 2008 City2Surf are aiming for a record 70,000 runners which will make the event one of the largest timed fun runs in the world.
- The partner charities this year include The Starlight Children's Foundation, The Spastic Centre, Mission Australia and Lifeline.
- Run Fat Boy Run on DVD is the official sponsor of City2Surf Charity Challenge 2008.
- The person who raises the most money for charity in 2008 will win a fun-packed family holiday to Thailand to experience the Bangkok Marathon!



- Run Fat Boy Run on DVD accredited in all references to the Charity Challenge Prize, including:
 - Weekly ads in The Sydney Morning Herald and The Sun-Herald from 1st July to 10th August valued at a minimum \$110,000 worth of exposure.
 - Run Fat Boy Run Landing Page on the City2Surf website that outlines the competition, and includes film trailer and movie info.
 - eDM out blast on 11th July to all entrants of City2Surf valued at \$0.20 per person.
 - Link from City2Surf website to Run Fat Boy Run website.
 - Radio promotions across 2UE, Vega and Nova week of DVD release valued at \$20,000.

The Sun-Herald CITY2SURF Charity Challenge

RUN FOR CHARITY AND WIN

Entries for The Sun-Herald City2Surf are limited so enter today to avoid disappointment, and start fundraising for a cause close to your heart. This year the participant that raises the most money for a charity will win a trip to Thailand to experience the excitement of the Bangkok Marathon, thanks to *Run Fat Boy Run* on DVD.

Register for the race and create your personalised online fundraising page at sunherald.com.au

Five year's ago Dennis (Simon Pegg) was about to marry his pregnant fiancée, Libby (Thandie Newton), but he got cold feet and ran for the hills. Now he wants her back so he enters a marathon to show he's changed and not a quitter. Available to rent or buy from July 10. www.runfatboyrunmovie.com.au

Terms and conditions apply. See sunherald.com.au for details.

DVD out July 10.

Press ads to feature in
The Sun-Herald and
Sydney Morning Herald
from 1st July to 10th August
(minimum of 12 inclusions).

24 | NEWS | JULY 10, 2008
The Sydney Morning Herald

7 Days

Bumpy road to parity with the greenback

THE AUSTRALIAN DOLLAR HAS BEEN STRUGGLING TO RECOVER FROM A SERIES OF SETBACKS SINCE IT DROPPED TO A LOW OF 60 CENTS FOR THE DOLLAR IN MAY.

ECONOMIC DATA

RETAIL SALES

UNEMPLOYMENT

INFLATION

INTEREST RATES

FOREIGN EXCHANGE

COMMODITIES

STOCKS

BONDS

CURRENCY

MARKET COMMENTARY

Australian equities to close year on dismal note

THE AUSTRALIAN STOCK MARKET CLOSED THE YEAR ON A DISMAL NOTE, WITH THE ALL ORDIES INDEX DOWN 1.5 PERCENT TO 5,000.00.

REY OF HOPE FOR BOYS IN BLACK STUFF

HARRY BRIDGMAN

THE REY OF HOPE FOR BOYS IN BLACK STUFF IS A MOVIE THAT IS A MUST-SEE FOR ANYONE WHO IS INTO THE MOVIE.

Global interest in Botany's third terminal

THE BOTANICAL GARDEN OF SYDNEY IS AT THE CENTER OF A GLOBAL INTEREST IN THE GARDEN'S THIRD TERMINAL.

Viburnum start circling BHP takeover plans

THE VIBURNUM START CIRCLING BHP TAKEOVER PLANS, AS THE COMPANY CONSIDERS A TAKEOVER BY A FOREIGN FIRM.

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DVD out July 10.

25 | BUSINESS | JULY 10, 2008
The Sydney Morning Herald

7 Days

Come in spinners, please: unlucky casino numbers

THE CASINO INDUSTRY IS AT THE CENTER OF A GLOBAL INTEREST IN THE GARDEN'S THIRD TERMINAL.

ECONOMIC DATA

RETAIL SALES

UNEMPLOYMENT

INFLATION

INTEREST RATES

FOREIGN EXCHANGE

COMMODITIES

STOCKS

BONDS

CURRENCY

MARKET COMMENTARY

End to worst year since 1982

THE END TO WORST YEAR SINCE 1982 IS A MOVIE THAT IS A MUST-SEE FOR ANYONE WHO IS INTO THE MOVIE.

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Xchange

THE XCHANGE IS A MOVIE THAT IS A MUST-SEE FOR ANYONE WHO IS INTO THE MOVIE.

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The Sun-Herald CITY2SURF Charity Challenge

Frequent mentions in generic City2Surf communication.



eDM sent to 25,000+ City2Surf entrants on Friday 11th July.

Charity Challenge landing page featuring DVD information, embedded trailer and link to Run Fat Boy Run website.





Nova:

- Daily on-air giveaways from 7th July to 11th July (2 per evening on the Jabba and Mel Show 6pm – 10pm)
- Jabba and Mel will be giving away Run Fat Boy Run DVD prize packs including a copy of the DVD, Rebel Sport \$100 Gift Card, One-month Fitness First Pass and a Gatorade backpack.
- Listeners will be encouraged to sign up to the City2Surf Charity Challenge.
- This will also promote Mel running City2Surf with Nova listeners!
- eDM to Club Nova database on 10th July offering 5 x Run Fat Boy Run DVD packs to celebrate the release.
- Valued at \$10,000.



Vega:

- Vega Breakfast Sparrows is a weekly breakfast benchmark where they do an early bird quiz. They will give one prize pack per day away on the show to celebrate the DVD release from 7th July to 11th July.

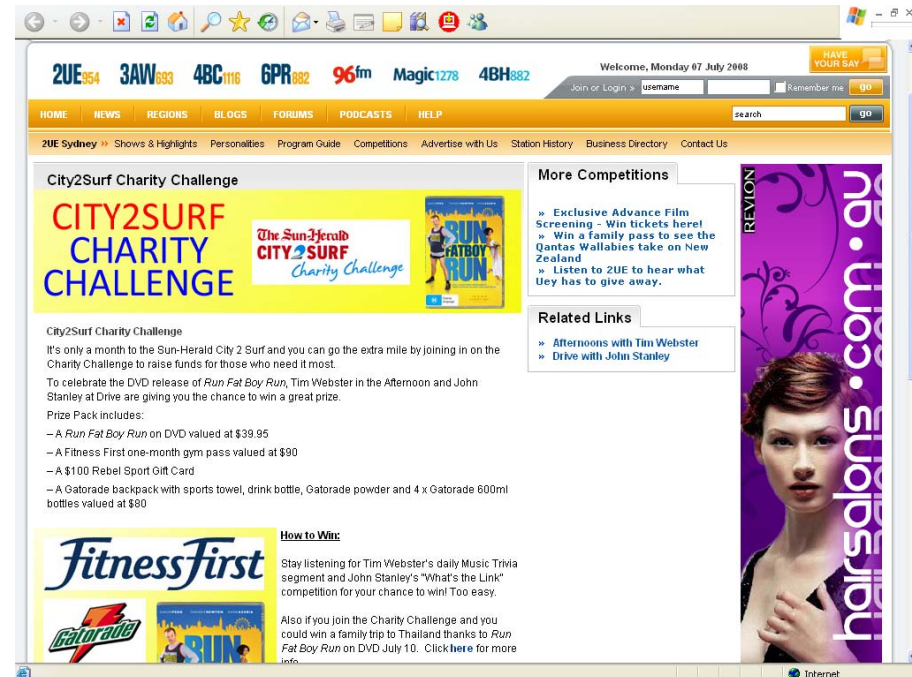


- On-air promotion across 2UE (one of the official City2Surf radio partners) promoting the Charity Challenge and Run Fat Boy Run on DVD.
- Tim Webster in the Afternoon – daily giveaways 7th – 11th July.
- John Stanley at Drive – daily giveaways 7th – 11th July.

Encourage listeners to visit the Run Fat Boy Run on DVD Charity Challenge website plus enter for the chance to win Rebel Sport Gift Card, Fitness First Pass and Gatorade Sports Pack.

Online exposure 7th to 13th July.

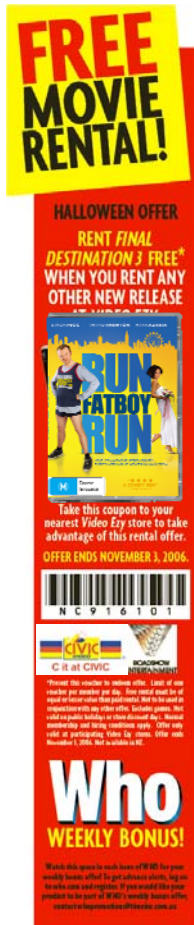
Valued at \$5,500.





- Sharks vs. Eagles at Toyota Park on Sunday 13th July.
- Match day proudly presented by LG Secret and Run Fat Boy Run on DVD.
- 3 live call outs and DVD pack shot on the big screen.
- 3 x Lucky Rows will win a Run Fat Boy Run DVD Prize Pack including a copy of the DVD, LG Secret merchandise and a Gatorade Back Pack with towel, sports bottle and gym accessories!
- Valued at \$5,000.

CREATIVE NOT FINALISED



Third page vertical in Who Weekly in issue on sale 18th July

Rent Run Fat Boy Run at Civic Video and receive a free rental valued at up to \$5.95 from 18th July to 1st August.

Valued at \$8,000.

One week on-air promotion on Mornings With Kerri-Anne starting 28th July.

Daily 60 second promo TVC to win electronics and Run Fat Boy Run DVD prize packs.

Viewers SMS to enter.

Online exposure and SMS bounce-back.

Valued at \$26,000.

