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## **New Line Wins Bronze Cyber Lion at 53<sup>rd</sup> Cannes Lions International Advertising Festival for “Trailer Crashers” Site**

LOS ANGELES (June 26, 2006) New Line Cinema garnered a Bronze Cyber Lion at the 53rd Cannes Lions International Advertising Festival last week for the “Trailer Crashers” web site, which was part of the studio’s marketing campaign for the hit comedy Wedding Crashers. The category for which the site won was Viral Marketing: Viral Video.

Overseen by Aaron Sugarman, VP of interactive marketing at New Line, “Trailer Crashers” was the key viral component of the Wedding Crashers online campaign. Visitors could upload an image of themselves into a video for the film and then pass their “crashed trailer” to friends and family. Ultimately, more than 300,000 fans created “Trailer Crasher” videos, which received more than 5 million views.

Wedding Crashers, starring Vince Vaughn and Owen Wilson, earned over \$200 million at the domestic box office. The film was the highest grossing comedy of 2005 and is the second-highest grossing R-rated comedy of all time.

### **About New Line Cinema Corporation:**

Founded almost 40 years ago, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line’s Oscar-winning The Lord of the Rings trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

### **Contact:**

Candice McDonough  
(310) 967-6991

[Candice.mcdonough@newline.com](mailto:Candice.mcdonough@newline.com)