

**NEW LINE CINEMA PRODUCES EXCLUSIVE CHARITY AUCTION ON EBAY
FEATURING COSTUMES AND PROPS FROM *HAIRSPRAY***

Online charity auction to benefit Citymeals On Wheels and
the Harry Holmberg Memorial Fund runs July 19-29

LOS ANGELES (July 18, 2007) – New Line Cinema today announced plans to host an exclusive charity auction on eBay featuring costumes and props from the highly anticipated musical comedy *Hairspray*, which opens nationwide on July 20. The charity auction runs from July 19-29 and can be found at www.hairspray.ebay.com.

“Audiences young and old are sure to love *Hairspray*, and it will be a movie that lasts long after its theatrical premiere,” says eBay Style Director Constance White. “eBay is the perfect place for the *Hairspray* costume auction because it will make the one-of-a-kind costumes available to those who grew up in the *Hairspray* decade and those that are living the trend right now.”

The *Hairspray* charity auction on eBay will feature more than 60 items from the film, including such one-of-a-kind memorabilia as:

- Nikki Blonsky’s sequin dress
- John Travolta’s purple bathrobe
- John Travolta’s purple sequin dress
- Queen Latifah’s green/orange chiffon dress and necklace
- Amanda Bynes’ green plaid dress
- Brittany Snow’s polka-dot dress
- Zac Efron’s navy suit
- Elijah Kelley’s rust suit
- James Marsden’s tuxedo

- Corny's Top 10 board with 10 songs

In addition to the auction items, www.hairspray.ebay.com will feature video interviews conducted by eBay Style Director Constance White and clips from the film of the actors wearing the various costumes that are being listed.

All proceeds from the charity auction will equally benefit City Meals On Wheels and The Harry Holmberg Memorial Fund. Citymeals On Wheels funds 102 community-based agencies that bring weekend, holiday, emergency and weekday meals to homebound elderly New Yorkers who can no longer shop or cook for themselves. The Harry Holmberg Memorial Fund was established to benefit pediatric palliative care (Holmberg's father is a New Line employee).

Sixteen years after the release of the original film, New Line Cinema is bringing a feature film adaptation of the Tony Award-winning Broadway production of *Hairspray* to life. Featuring new and original material based on John Waters' 1988 cult classic about star-struck teenagers on a local Baltimore dance show, the comedy features a remarkable collection of talent including John Travolta, Queen Latifah, Michelle Pfeiffer, Christopher Walken, Amanda Bynes, Allison Janney, Brittany Snow, Zac Efron, Elijah Kelley, director and choreographer Adam Shankman (*Bringing Down The House*), and producers Craig Zadan and Neil Meron (*Chicago*). The new screenplay for *Hairspray* was written by Leslie Dixon (*Freaky Friday*, *Outrageous Fortune*). *Hairspray* is scheduled for a July 20th, 2007 release.

About New Line Cinema Corporation:

Celebrating its 40th anniversary year, 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).

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