

For Immediate Release

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**MOVIEGOERS WATCHED ORIGINAL THREE INDIANA JONES MOVIES
BEFORE GOING TO SEE “INDIANA JONES AND THE KINGDOM OF THE
CRYSTAL SKULL”**

**Research data shows almost one-third of people who saw new Indy movie watched at least
one of the original three films beforehand on TV or DVD**

SAN MATEO, CA, June 2, 2008 – Moviegoers are flooding into theatres in record numbers this past week, thanks to the return of Indiana Jones to the big screen in “Indiana Jones and the Kingdom of the Crystal Skull.” The film, which opened May 22, is approaching a worldwide box office of a half billion dollars.

The much-anticipated movie, which brings back Harrison Ford as Indiana Jones after an almost 20-year absence, has triggered a renewed interest in the mega-movie franchise that has spawned an industry of merchandise, DVDs, cross-promotions and other related products.

According to research data released today by Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers, 29.3 percent of moviegoers who saw “Indiana Jones and the Kingdom of the Crystal Skull” on opening weekend watched at least one of the original three Indy movies during the two weeks prior to the opening of the latest installment.

The data, which was obtained by monitoring actual consumer behavior, showed that among those who saw the new Indy movie, 5.3 percent watched all three Indiana Jones movies beforehand, 12 percent watched at least two of the movies and 29.3 percent watched one or more of the movies. Was there a favorite among the original three? Not according to the data, which showed all three were viewed equally.

The study was implemented through a research panel built by IMMI that mirrors U.S. Census results for fundamental demographics in key markets. IMMI provides thousands of panel members in key markets with a mobile phone, asking them to carry it with them wherever they go. The mobile phone is equipped with a technology that creates digital signatures of all the audio media (television, radio and movies) to which it has been exposed. IMMI can determine viewing audiences, as well as certain types of consumer behavior based on a timeline of when the media was viewed or heard.

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at www.immi.com.

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