

For Immediate Release

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**ADVERTISING CAMPAIGN FOR BLOCKBUSTER MOVIE “IRON MAN”
REACHES CORE SPIDERMAN FANS**

**Research data shows ads spun a wide web to attract superhero moviegoers,
with theatrical trailers showing highest conversion rate of all advertising**

SAN MATEO, CA, May 7, 2008 – This weekend proved to be iron-clad for Paramount Pictures’ latest entry into the superhero genre “Iron Man,” with the film grossing more than \$100 million during its opening weekend. Much of the movie’s success came from its advertising campaign reaching fans of “Spiderman 3,” the most recent superhero blockbuster, according to research data released today by Integrated Media Measurement Inc. (IMMI). IMMI is a leading provider of consumer behavior and audience exposure data to media companies and advertisers.

The data, which was obtained by monitoring actual consumer behavior, showed that among the IMMI panelists who saw “Spiderman 3” – either theatrically or on DVD – a staggering 96 percent had been exposed to at least one television ad or trailer for “Iron Man” through Sunday.

Theatrical trailers proved to be the most effective marketing vehicle for the movie, with 27 percent of all consumers who saw a trailer for “Iron Man” leading up to the film’s opening actually going to see the movie on opening weekend. When “Spiderman 3” opened in 2007, its trailers had a large conversion rate as well, at 28 percent. “Spiderman 3” and “Iron Man” both opened on the first weekend in May, kicking off the start of the summer movie season.

“Sony’s ‘Spiderman 3’ had the biggest opening weekend of 2007, bringing in more than \$151 million in three days during this same first weekend in May,” said Amanda Welsh, head of research for Integrated Media Measurement Inc. “Reaching the consumers who spent that \$151 million was a golden marketing opportunity, which Paramount pursued very successfully.”

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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