

## **Dailymotion and The Weinstein Company Launch Search for “The Ultimate Star Wars Fanboy (or Girl!)”**

- *Star Wars Fans across the country gearing up for competition of a lifetime*
- *Fan-uploaded videos to be reviewed by film producers*
- *Winning entrant receives walk-on role in FANBOYS movie and more*

NEW YORK – (July 25, 2007) – Dailymotion, the world's largest independent video sharing site, and The Weinstein Company today announced “The Ultimate Star Wars Fanboy (or Girl!)” contest. The competition, which runs from July 25, 2007 to August 31, 2007, coincides with a special sneak preview of select scenes of the film FANBOYS followed by a filmmaker Q&A session at Comic-Con International in San Diego on July 26, 2007.

To enter, contestants (US residents only) can register and upload an original video showing why they are the ultimate Star Wars fan at [www.fanboycontest.com](http://www.fanboycontest.com) or <http://fanboys.dailymotion.com>. Dailymotion users will be voting for their favorites throughout the competition. The producers will choose the winner from the 10 finalists that received the most votes by the users. This lucky winner will receive a walk-on role in a new scene in the actual movie, plus the original entry will be promoted on the FANBOYS official website and included as a special feature in the DVD release.

The competition is being run by The Weinstein Company with support from online agency Mammoth Advertising in anticipation of the theatrical release of FANBOYS. In FANBOYS, director Kyle Newman has fashioned an uproarious comedy that follows a group of young friends on a cross-country quest to break into Skywalker Ranch and see Star Wars: Episode I The Phantom Menace before it is released. The film stars Sam Huntington (Superman Returns), Chris Marquette (Joan of Arcadia), Dan Fogler (the upcoming Kung Fu Panda), Kristen Bell (Veronica Mars) and Seth Rogan (Knocked Up).

“Searching for ‘The Ultimate Star Wars Fanboy (or Girl!)’ is an absolutely perfect way to celebrate not just its release, but also the entire world of fan-culture,” stated Ethan Noble, marketing director at The Weinstein Company. “We’re extremely excited about this contest and we’re looking forward to reviewing all of the ambitious and creative videos we’re sure to receive.”

“At Dailymotion, we’re always looking for innovative ways to connect with our users, nurture their talents, and help them get the recognition they deserve,” added US Managing Director Joy Marcus. “We’re happy to be working with The Weinstein Company, a company that shares our ideals about celebrating and empowering the audience.”

Fanboys is an MGM release of a Weinstein Company presentation and will open January 18, 2008. A short clip about the contest can be viewed at

[http://www.dailymotion.com/us/featured/video/x2ltby\\_ultimate-fanboys-contest\\_shortfilms](http://www.dailymotion.com/us/featured/video/x2ltby_ultimate-fanboys-contest_shortfilms).

### **About Dailymotion**

A top 50 website worldwide (source: Alexa), Dailymotion is the world's largest independent provider of premium user-generated and licensed online video entertainment. Every day, 20,000 new videos are uploaded into Dailymotion's global network of video entertainment sites, where a programming team turns the user-generated and licensed content into high-quality entertainment for over 4 million daily visitors. Using the most advanced technology available to both users and content creators, Dailymotion provides high-quality video in a fast, easy-to-use website that also automatically filters infringing material. Dailymotion's mission is to provide the best possible entertainment experience for users and the best business experience for content owners.

[www.dailymotion.com](http://www.dailymotion.com)

### **About The Weinstein Company**

The Weinstein Company (TWC) was created by Bob and Harvey Weinstein, the brothers who founded Miramax Films Corp. in 1979. TWC is a multi-media company that officially launched on October 1, 2005. Dimension Films, the genre label that was founded in 1993 by Bob Weinstein, is also included under the TWC banner. The Weinsteins are actively working on the production, development, acquisition and distribution of projects for TWC and Dimension.

### **About Mammoth Advertising**

Mammoth is a full service interactive and print creative agency specializing in entertainment and media brands. Its services include website development, banner and rich media creative, online media planning, print advertising, key art design, publicity, promotions and grassroots and viral marketing. Despite its relative youth, the company already has an impressive client list that includes Miramax Films, Showtime Networks, MGM Studios, Fox Searchlight, The Weinstein Company, IFC Films, THINKfilm, Genius Products, Dimension Films, Warner Brothers Pictures, among others