

ELF

Press Release

Available to buy on DVD and to rent on VHS November 16, 2004

Director: Jon Favreau

Starring: Will Ferrell

MPAA Rating: PG for some mild rude humor and language

Total Running Time: 95 Minutes (feature film running time)

DVD Order Date: October 12, 2004

“It’s not a little movie. It’s big, giant-sized, family fun.” –Joel Siegel,

GOOD MORNING AMERICA

Good Things Come in Not-So-Small Packages!

MAKE YOUR LIST AND CHECK IT TWICE FOR ELF UNWRAPPING THE  
TRUE MEANING OF THE HOLIDAYS ON INFINIFILM™ DVD NOVEMBER  
16

Two-Disc Special Edition DVD Loaded with Bonus Features

Including, Feature-Length Commentaries, Deleted Scenes,

Documentaries and Buddy’s Adventure Game

LOS ANGELES, CA (June 7, 2004) – This holiday season, it is better to give than to receive! Stuff your stockings with the magical comedy Elf, available on infinifilm™ DVD and VHS from New Line Home Entertainment on November 16, 2004. With a box office take of more than \$173 million, Elf debuts on DVD with gigantic special features including nine documentaries highlighted by a behind-the-scenes tag-along with Will Ferrell, the featurette “Film School for Kids” as well as separate commentaries with director Jon Favreau and Will Ferrell. “Buddy’s Adventure Game,” another feature for the whole family, offers four challenges that, when played and successfully navigated, allow the player access to a code that unlocks the secret “Elevator O’ Fun!”

The Elf infinifilm™ DVD features both a widescreen and fullscreen format of the film for a \$29.95 SRP and on VHS for a \$22.99 SRP.

“Elf is a charming family comedy that is poised to become a perennial DVD favorite,” said Matt Lasorsa, senior vice president of marketing, New Line Home Entertainment. “The Elf DVD introduces a younger audience to the infinifilm™ experience, taking families ‘beyond-the-movie’ with cutting-edge special features and interactive seasonal fun.”

## DVD SPECIAL FEATURES

- Beyond the Movie™:

- o Fun holiday featurettes

- "Deck the Halls" – Unusual visits with obsessed holiday decorating fans

- "Christmas in Tinseltown" – Hollywood Christmas Parade

- "Santa Mania" – Profiles of interesting "Santa" fans

- "Kids on Christmas" – Kids say the funniest things – "holiday style"

- o Fact Track – Trivia Subtitle Track

- more–

- All Access Pass:

- o Filmmaker commentary with Director Jon Favreau

- o Commentary with Will Ferrell

- o Deleted/Alternate Scenes with optional commentary by Director Jon Favreau

- o Music from Elf – Jump to Soundtrack Cues with introduction by Jon Favreau

- o Behind-the-Scenes

- "Tag Along with Will Ferrell" – Will takes you on an exciting tour of the Elf set.

- "How They Made the North Pole" – Watch first-hand as they magically turn a Hollywood stage into the North Pole.

- "Film School for Kids" – Learn how to produce a Hollywood movie.

- "That's a Wrap" – Learn all about the editing process.

- "Lights, Camera, Puffin!" – Discover how those adorable characters were brought to life.

- Fun 'N' Games:

- o Buddy's Adventure – Play each game individually or as one big game.

- "The Race Down Mt. Icing"

- "Elf in the City"

- "Snowball Fight"

- "Fix Santa's Sleigh"

- o Secret Elevator o' Fun (to be unlocked after winning Buddy's Adventure)

- o Elf Karaoke – Each sing-along song contains two instrumental audio tracks and one with vocals.

- "We Wish you a Merry Christmas"

- "Deck the Halls"
- "Jingle Bells"
- o Read-along - With or with out accompanying narration
  - "Elf - A Short Story of a Tall Tale"

- DVD-ROM Content:

- o Play Movie
- o Script-to-screen
- o Photo Gallery
- o Link to Original Website
- o Exclusive on-disc ROM content includes:
  - Make Your Own Christmas Book
  - I'm an Elf Photo Activity
  - Link to Exclusive Content at infinifilm.com

- 16 x 9 Widescreen (1.85:1) version of the film
- Fullscreen version of the film
- Dolby Digital 5.1 Surround Sound (English)
- Stereo Surround Sound - Spanish
- English Closed Captions
- Pop-Up Book Animated Menus
- What is infinifilm™?
- Spanish Subtitles on Added Value

#### PROMOTIONAL SUPPORT

Wendy's: A national Kid's Meal promotion will launch in 5,900 restaurants in North America - 5,550 in the U.S. and 350 in Canada, as well as select international territories. Components include the following:

- An Elf-themed premium item program with five different Elf-themed collectibles
- Indoor and outdoor restaurant signage
- Activity tray liners
- Elf-themed Kid's Meal bags
- The gusset of the Kid's Meal bag will contain a rebate coupon for \$2.00 off the purchase of the Elf DVD
- :30 Kid's Meal spot for local TV campaigns
- :30 second public service announcement on behalf of the Dave Thomas Foundation for Adoption

Unilever Home & Personal Care: National program across multiple-brands:

- Lever 2000 Bar and Bodywash
- Caress Bar and Bodywash
- Vaseline Intensive Care Lotion
- Suave for Kids Shampoo and Conditioner
- Suave Originals Shampoo/Conditioner
- Wisk Laundry Detergent
- Snuggle Fabric Conditioner and Dryer Sheets
- Q-tips Cotton Swabs

Components include the following:

- 3-4 page FSI
- Consumer offers: Shopper's can save \$5 instantly on the purchase of the Elf DVD, with the purchase any three participating Unilever Home & Personal Care items. This offer will be delivered via an IRC (instant redeemable coupon) and available to participating retailers on the Elf DVD.
- Co-branded in-store signage and displays
- Circulars

Elf Decoder Card: The Elf decoder is a flexible game card that delivers targeted value and offers to a motivated audience. The card will be in-pack with all initial-ship DVD and VHS units. Components include the following:

- Instant Win Game - The decoder card directs users to a unique website where consumers register to see if they have instantly won a prize.
- Sweepstake Overlay - Enter for a chance to win an "Elf for Yourself" personal shopper and helper along with \$5,000 and other great prizes.
- "Collect & Win" Game - Once registered, consumers can collect Elf game pieces by viewing partner pages and offers and are rewarded by the number of pieces collected.
- Partner Offers - Promotional partners will provide consumer offers to add value to the interactive experience.
- Data Capture - Key marketing data will be compiled to re-market to those who opt-in.

**ABOUT infinifilm™**

infinifilm™ takes home entertainment to the next level. infinifilm™ takes viewers "beyond-the-movie" by providing both the movie itself and new and unique specially crafted, range of highly coordinated, in depth explorations of the film's subject matter and themes.

In addition to the special added-value supplemental material (filmmaker audio commentary, theatrical trailers, deleted scenes, behind-the-scenes footage, DVD-ROM script-to-screen capability) and the enhanced picture and sound quality that consumers have come to expect from New Line DVDs, New Line infinifilm™ gives viewers:

- Original content and productions uniquely created for infinifilm™ that take viewers beyond-the-movie;
- Supplemental material that can be accessed through “Pop-Up” navigation menus while watching the film, offering viewers more control of the movie watching experience;
- User friendly instructions and navigation.

These beyond-the-movie experiences feature specially crafted, in depth explorations of the title film’s subject matter and themes, presented within the context of the film.

Will Ferrell (Old School, TV’s Saturday Night Live) stars as the ultimate fish out of water, Buddy, who as a baby crawls into Santa’s toy bag and is whisked off to the North Pole, where he is raised as an elf. A cheerful misfit who grows to be three times the size of his elf family, Buddy ultimately heads to his birthplace – New York City – to seek out his roots. Unfortunately, they turn out to be a “Scrooge”-like father (James Caan) and a cynical eight-year-old half-brother who doesn’t believe in Santa. Worst of all, everyone seems to have forgotten the true meaning of Christmas. But, using his simple elf ways, Buddy sets out to single-handedly win over his family and save Christmas in New York, hoping to at last find his true place in the world.

Directed by Jon Favreau (Made) from an original script written by David Berenbaum (The Haunted Mansion), the film features a stellar supporting cast that includes Zooey Deschanel, Mary Steenburgen, Daniel Tay, with Edward Asner (as Santa Claus) and Bob Newhart (as Papa Elf).

Title	Format	SRP	Cat. #	ISBN #	UPC #	
Elf (DVD)	DVD	Keepcase	N7168	0-7806-4774-2	7	
						94043 71682 9
Elf	VHS	Slipsleeve	N7166	0-7806-4772-6	7	94043
						71663 8

Elf (Spanish) VHS Slipsleeve N7167 0-7806-4773-4  
7 94043 71673 7

New Line Home Entertainment distributes New Line Cinema and Fine Line Features theatrical films on DVD and VHS, including the premium DVD brand infinifilm™. The Company also distributes feature films and non-theatrical programs acquired or produced by New Line Home Entertainment and New Line Television. Founded in 1967, New Line Cinema is the leading independent producer and distributor of theatrical films and licenses its programming to ancillary markets including cable and broadcast television as well as in all international markets. New Line Cinema is a unit of Time Warner.

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