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Official Website for The Golden Compass Unveils Interactive “Meet Your Demon” Feature

Site Generates Unique Animal Avatars To Represent User’s Personality

LOS ANGELES (April 24, 2007) – New Line Cinema has launched a new interactive feature called “Meet Your Daemon” on its official website for the upcoming film *The Golden Compass*, located at www.goldencompassmovie.com. *The Golden Compass* is scheduled for a Dec. 7, 2007 release.

“Meet Your Daemon” allows users to discover exactly what daemon (pronounced dee-mon) best represents their personality, and then allows them to take their uniquely created daemon avatar with them by embedding it on their own website or MySpace page, using it as their AIM logo, or downloading it as desktop wallpaper.

"This feature lets you personally experience one of the most unique and engaging elements of THE GOLDEN COMPASS," says Gordon Paddison, Executive Vice President, New Media Marketing. "You can identify your daemon and then share it with your friends and social networks on a variety of digital platforms."

In the world of *The Golden Compass*, a person’s soul lives on the outside of their body in the form a daemon, an animal spirit that accompanies them through life. A child’s daemon can change shape, assuming all the forms that a child’s potential inspires; but as a person ages, their daemon gradually settles into one form, according to their character and nature. For example, a person with a dog daemon would tend to follow authority, whereas one with a cat daemon would tend to be more independent.

Visitors to *The Golden Compass* website can discover who their daemon is by answering 20 personality profile questions. Based on their answers, a unique daemon is created for them with its own name and characteristics designed to reflect the user’s real-life personality. As an added bonus, users can also have their friends answer the personality questions about them and see what daemon represents them in their friends’ eyes.

Based on author Philip Pullman’s bestselling and award-winning novel, *The Golden Compass* tells the first story in Pullman’s *His Dark Materials* trilogy. *The Golden Compass* is an exciting fantasy adventure, set in an alternative world where people’s souls manifest themselves as animals,

talking bears fight wars, and Gyptians and witches co-exist. At the center of the story is Lyra (played by newcomer Dakota Blue Richards), a 12-year-old girl who starts out trying to rescue a friend who's been kidnapped by a mysterious organization known as the Gobblers – and winds up on an epic quest to save not only her world, but ours as well. *The Golden Compass* stars an ensemble cast that includes Nicole Kidman, Daniel Craig, Sam Elliott and Ian McShane. The film is written and directed by Chris Weitz (*About A Boy*, *Antz*) and produced by Deborah Forte and Bill Carraro (*Frequency*). It is executive produced by Andrew Miano and Paul Weitz (*In Good Company*).

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).