



## Spider-Man™ Swings Into 7-Eleven®

### C-Store Chain Launches Its First Global Promotion; Offers Collectible 3D Slurpee(R) Cups, Chances to Win Trip to U.S. Premiere

April 2, PR Newswire

**Dallas, TX** - For fans worldwide climbing the walls in anticipation of Columbia Pictures' May 4 worldwide release of Spider-Man(TM) 3, 7-Eleven(R) stores will offer an opportunity to get their hands on Spider-Man branded premiums one month before the film's release.

Throughout April, more than 5,800 participating 7-Eleven stores in the U.S. and Canada, along with thousands of 7-Eleven stores in six other countries around the world, are promoting the highly-anticipated Spider-Man 3. The company's domestic plans include store events, online contests, radio advertising and one-of-a-kind collectible Slurpee cups. Internationally, 7-Eleven stores in Denmark, Hong Kong, southern China, Taiwan, the Philippines and Sweden will promote the movie in April by tying contests to their proprietary products.

At the center of the U.S. and Canadian 7-Eleven Spider-Man 3 promotion are three "jump-out-at-you" 3D Slurpee(R) beverage cups and an online contest on the <http://www.slurpee.com> web site, with prizes including three trips to walk the black carpet at the U.S. premiere of Spider-Man 3 in New York City April 30.

7-Eleven, in collaboration with Columbia Pictures and FreshWorks(R), developed three lenticular Slurpee cups that appear to feature moving animated characters. On one, Spider-Man changes from red to black as he appears to swing away from the cup, while the others feature villainous characters in action -- with memorable lenticular images of Sandman and Venom. Topping each collectible cup is a silver, domed lid with a web design. 7-Eleven stores' featured Slurpee flavor for April is Black Cherry Lemonade.

"This is one of the coolest cups we have ever designed, perfect for a perennially cool product like Slurpee," said Rita Bargerhuff, 7-Eleven Senior Marketing Director. "We worked very closely with Columbia Pictures to create lenticular illustrations that would make great collectibles for any Spider-Man or Slurpee fan. I expect the cups will sell quickly."

At 7-Eleven's <http://www.slurpee.com> web site, visitors can register to play "Spin the Web" for a chance to win one of three trips to see the U.S. premiere of the film. The trip packages provided by 7-Eleven include airfare, lodging, ground transportation, and tickets for two to the Spider-Man 3 premiere. Other "Spin the Web" prizes are 30 of the soon-to-be-released Spider-Man 3 video games by Activision and 300 Spider-Man 2.1 special edition DVDs, which include never-released action from Spider-Man 2.

"Our customers rank movies and sports as their top entertainment choices, but beyond that, Spider-Man is a great fit for core customers of our iconic Slurpee brand, whose ages are between 12 and 28," said Bargerhuff. "What is even more exciting is the 7-Eleven promotion is going around the world - the first time we've done anything like this internationally."

Joanne Dinwoodie, 7-Eleven's director of global marketing and merchandising, said, "Nearly 6,000 other 7-Eleven stores around the world will be among the first retail outlets offering customers Spider-Man 3 visuals and prizes, each in their own way. For example, 7-Eleven stores in Sweden will give away Spider-Man 3 computer games and merchandise, mobile phones and other prizes tied to a promotion of their frozen yogurt brand."

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"This is the first time 7-Eleven has activated a movie in so many markets and we are thrilled to be a part of this global promotion," said Mary Goss Robino, Columbia Tristar Marketing Group's Senior Vice President of Global Marketing Partnerships.

### **About Spider-Man 3**

Columbia Pictures' Spider-Man(TM) 3 reunites the cast and filmmakers from the first two blockbuster adventures for a web of vengeance, love, and forgiveness that will transport worldwide audiences to thrilling new heights on May 4, 2007.

In Spider-Man(TM) 3, based on the legendary Marvel Comics series, Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a superhero. But there is a storm brewing on the horizon. When his suit suddenly changes, turning jet-black and enhancing his powers, it transforms Peter as well. Under the influence of the suit, Peter's pride and overconfidence take hold and he begins to neglect the ones he cares about the most. As two of the most-feared villains yet, Sandman and Venom, gather unparalleled power and a thirst for retribution, Spider-Man's greatest battle is the one within himself - he will need to rediscover who he is and what makes him the hero people love.

Columbia Pictures Presents A Marvel Studios/Laura Ziskin Production Spider-Man(TM) 3 starring Tobey Maguire, Kirsten Dunst, James Franco, Thomas Haden Church, Topher Grace, Bryce Dallas Howard, James Cromwell, Rosemary Harris, and J.K. Simmons. The film is directed by Sam Raimi. The screenplay is by Sam Raimi & Ivan Raimi and Alvin Sargent, and the screen story is by Sam Raimi & Ivan Raimi and based on the Marvel Comic Book by Stan Lee and Steve Ditko. The producers are Laura Ziskin, Avi Arad, and Grant Curtis. The executive producers are Stan Lee, Kevin Feige, and Joseph M. Caracciolo.

### **About Columbia Pictures**

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

### **About 7-Eleven, Inc.**

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates, franchises or licenses more than 7,200 7-Eleven(R) stores in North America. Globally, 7-Eleven operates, franchises or licenses some 31,700 stores in 17 countries and U.S. territories. During 2006, 7-Eleven stores worldwide generated total sales of more than \$44 billion. Find out more online at <http://www.7-Eleven.com>.

### **SOURCE 7-Eleven, Inc.**

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