

BP Media Relations

240 Central Park South, #9A, New York, NY 10019

Agency principal Barbara Pflughaupt has more than 20 years of experience helping clients successfully navigate the shifting landscape of traditional and new media while building brands and increasing brand loyalty. She founded BP Media Relations, LLC in 2007. Prior to that, she was an agency principal of P&F Communications.

Working with heritage brands, startups, non-profits and all forms of entertainment properties, BP Media Relations assists clients in developing clear, powerful messaging and implementing those messages through media campaigns that deliver uncommonly successful targeted coverage.

BPMR's client list includes: Ringling Bros. and Barnum & Bailey, Disney On Ice, AEG/ThemeSTAR, Warner Bros, Disney/Touchstone, Tri-Star Pictures, United Artists, Paramount, Miramax, New Line Home Entertainment, Sports Museum of America, AT&T, Snap-On Smile, The Experiential Marketing Forum, Running Subway, Arrow Shirts, Haagen-Dazs Ice Cream and Franchises and MATHCOUNTS®.

About Barbara Pflughaupt

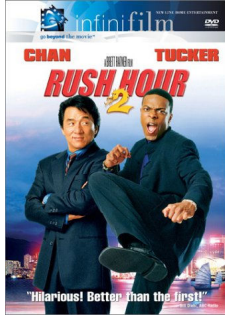
Barbara Pflughaupt has peerless experience in marketing communications and public relations. Prior to founding BP Media Relations in 2007 she was co-founder of P&F Communications in 1989 and Senior Vice President of England & Company in New York City before that.

Ms. Pflughaupt has established herself as one of the industry's most successful media relations and publicity professionals. She has managed the national and New York regional publicity campaigns for more than 50 live touring productions, including Ringling Bros. and Barnum & Bailey, Barnum's Kaleidoscope, Disney On Ice, Thomas and Friends Live! On Stage: A Circus Comes To Town and Judy Garland In Concert, as well as more than 30 films for Warner Bros., Disney/Touchstone, Tri-Star Pictures, United Artists, Paramount and Miramax Films and more than 40 DVD campaigns for a range of clients.

From 1990 to 2004 Ms. Pflughaupt personally managed the far-flung diversified public relations/publicity interests of Feld Entertainment, Inc., parent company of Ringling Bros. and Barnum & Bailey and producers of Disney On Ice. As a member of a host of internal Feld Entertainment marketing and communications committees, Ms. Pflughaupt helped direct media training, corporate messaging, crisis communications and public relations/publicity campaigns for dozens of touring productions, as well as for the Ringling Bros. Center for Elephant Conservation, Feld Entertainment's overall corporate communications initiatives, the Ringling Bros. online presence and Feld Entertainment's broad public affairs animal issues.

She has also conducted highly successful publicity campaigns for such clients as New Line Home Entertainment (the Lord of the Rings Trilogy, the Harold Lloyd Comedy Collection, Pan's Labyrinth, and many others), The Sports Museum of America, AT&T, Mattel Toys, Judy Garland In Concert, The Experiential Marketing Forum, Arrow Shirts, Haagen-Dazs Ice Cream, Thomas & Friends TM Live! On Stage, and Franchises, Friendship Food Products, MATHCOUNTS, and Mego International Toy Manufacturing.

**DVD RELEASES
2001-2008**



13 Days

Launch of infinifilm, New Line Home Entertainment

The Assassination of Richard Nixon

New Line Home Entertainment

Aurora Borealis

Liberation Entertainment

Be Kind Rewind

New Line Home Entertainment

Blade: House of Chthon

New Line Home Entertainment

Blade Trinity

New Line Home Entertainment

Blade: The Series

New Line Home Entertainment

The Business of Being Born

New Line Home Entertainment

Cellular

New Line Home Entertainment

El Cantante

New Line Home Entertainment

Flight of the Living Dead

New Line Home Entertainment

Fracture

New Line Home Entertainment

Full Of It

New Line Home Entertainment

Gunner Palace

Palm Pictures

The Harold Lloyd Comedy Collection

New Line Home Entertainment

The King Of Kong: A Fistful of Quarters

New Line Home Entertainment

Little Children

New Line Home Entertainment

Lord of the Rings:

The Fellowship of the Ring

All releases including Gift Collections, Extended, and Limited Editions; New Line Home Entertainment

Lord of the Rings:

The Return of the King

All releases including Gift Collections, Extended, and Limited Editions; New Line Home Entertainment)

Lord of the Rings:

The Two Towers

All releases including Gift Collections, Extended, and Limited Editions; New Line Home Entertainment

Love In The Time of Cholera

New Line Home Entertainment

A Nightmare on Elm Street

infinifilm edition; New Line Home Entertainment

The Nomi Song

Palm Pictures

Pan's Labyrinth

New Line Home Entertainment

The Orphanage

New Line Home Entertainment

Pink Flamingos

New Line Home Entertainment

Polyester

New Line Home Entertainment

Primer

New Line Home Entertainment

Rush Hour 2

infinifilm edition; New Line Home Entertainment

The Sea Inside

New Line Home Entertainment

Silk

New Line Home Entertainment

The Thing About My Folks

New Line Home Entertainment

The Sickhouse

New Line Home Entertainment

Ushpizin

New Line Home Entertainment

WANTED: Dead or Alive

New Line Home Entertainment

The Year of the Yao

New Line Home Entertainment



A Special Long-Term Relationship: P&F Communications and Feld Entertainment

For 14 years, P&F Communications served as national publicity agency-of-record and general public relations consultants for the far-flung diversified interests of Feld Entertainment, Inc., parent company of “The Greatest Show On Earth.”

From 1990 to 2004, under the personal management of agency partner Barbara Pflughaupt, this exciting account encompassed all national public relations campaigns for each of Feld Entertainment’s live touring properties:

- Ringling Bros. and Barnum & Bailey’s Circus (two simultaneously national touring shows)
- Barnum’s Kaleidoscope
- Disney On Ice

As a member of a host of internal Feld Entertainment marketing and communications committees, Ms. Pflughaupt not only consulted on, but also directed media training, corporate messaging, crisis communications, and public relations/publicity campaigns for:

- Ringling Bros. and Barnum & Bailey Center for Elephant Conservation
- Feld Entertainment’s corporate communications
- Ringling Bros. online presence
- Feld Entertainment’s broad public affairs animal issues

Ms. Pflughaupt and her P&F Communications colleagues initiated positive national and international press coverage --- in virtually all categories and outlets --- for all touring Feld Entertainment properties and the Ringling Bros. Center for Elephant Conservation; coordinated national press conferences and major market satellite media tours; produced electronic press kits and video news releases; and created and managed a broad variety of uniquely press-generating special events: annual animal walks of circus animals across Manhattan (through Midtown Tunnel to Madison Square Garden) ... a promenade of elephants from Madison Square Garden to Central Park for a children’s free performance highlights show ... A Central Park Circus Salute to the United Nations for 2,000 U.N. diplomats and school children ... A Salute to Jumbo event with the

American Museum of Natural History ... an aerialist suspended by his teeth from a helicopter flying over the Hollywood hills ... births of baby Asian elephants...."Smiles Across America", a media event and nationwide celebration of the 25th Anniversary of Clown College ... an ongoing panoply of high visibility publicity events in major markets across the United States.

In addition to helping create and manage the national publicity campaigns for two new live productions --- Barnum's Kaleidoscope and 2004's Ringling Bros. and Barnum & Bailey Hometown Edition --- and over 10 years' worth of Disney On Ice shows (licensed to Feld Entertainment), Ms. Pflughaupt personally managed the national publicity campaigns for such Feld Entertainment performing headliners as:

Johnathan Lee Iverson, the first African-American Ringmaster, debuted in the New York Times and on the NBC Nightly News; the subsequent campaign resulted in his being one of 10 people featured on the annual "Barbara Walters' Most Fascinating People" ABC-TV Network special; the agency's overall campaign was named a Finalist in the 2000 "PR Week Arts and Entertainment Campaign of the Year Award" competition.

Sara (Houcke), The Tiger Whisperer, designated one of Biography Magazine's "50 Favorite Celebrities" in her debut year, as a result of being featured in People, US, Self, The New York Times, Inside Edition, NBC-TV's The Today Show --- four appearances --- and a host of other topflight national media outlets.

Bello Nock, honored as "America's Best Clown" by TIME Magazine in its "America's Best" issue of 2001.

With publicity breaks too many to fully detail, the sampling of high profile Feld Entertainment media coverage generated by P & F Communications under partner Barbara Pflughaupt's hands-on direction includes ... The Today Show ... Good Morning, America ... CBS The Early Show ... Fox & Friends ... NBC Nightly News ... ABC World News Tonight ... The CBS Evening News ... The Tonight Show with Jay Leno ... The Late Show with David Letterman ... The Late Late Show with Craig Ferguson ... The Ellen DeGeneres Show ... The View ... Live! With Regis and Kathie Lee ... The Rosie O'Donnell Show ... The Wayne Brady Show ... The Charlie Rose Show ... Entertainment Tonight ... Access Hollywood ... 20/20 ... 48 Hours ... CNN ... The Travel Channel ... The Learning Channel ... MTV ... The Food Network ... The New York Times ... The Wall Street Journal ... USA Today ... TIME Magazine ... Newsweek ... Life Magazine ... People Magazine ... US Weekly ... Entertainment Weekly ... Associated Press ... ABC Radio Networks ... National Public Radio ... International Public Radio ... and much more.

CORPORATE IMAGE AND IDENTITY

AEG/ThemeSTAR
AT&T
Feld Entertainment
First World Cheese Associates
GoodLife TV Network
Haagen-Dazs Ice Cream
Judy Garland In Concert
kajeet
Mathcounts
National Animal Interest
Alliance
New Line Home Entertainment

Ringling Bros. and Barnum &
Bailey Combined Shows, Inc.
Snap-On Smile
Soldiers For The Truth
Foundation
Sports Museum of America
Swivel Media
Siegfried & Roy
Thomas & Friends Live! On Stage: A
Circus Comes to Town
Todd-AO Studios East
Variety Clubs International

PRODUCTS & SERVICES

AEG/ThemeSTAR
Cointreau Liqueur
Feld Entertainment
First World Cheese Associates
Friendship Food Products
Gramercy Pictures
Haagen-Dazs Ice Cream
Hershey Kissmobile/Children's
Miracle Network National
Tour Launch
kajeet
Judy Garland In Concert
Koch Lorber Films
Laurel Entertainment
MATHCOUNTS Foundation
Mattel Toy Company
Mego International Toy
Manufacturing
Miramax Films
Newmarket Films
New Century/Vista
New Line Home Entertainment
New Sky Pictures
Nostalgia Good-TV
Palm Pictures

Petrossian Caviar
Pre Monde Cheese
Pyramid Films
Regent Releasing
Ringling Bros. and Barnum &
Bailey Combined Shows
Running Subway
Sabolich Prosthetic & Research
Center
SharpVision (Sharp Electronics
Corporation)
Siegfried & Roy
Snap-On Smile
Sports Museum of America
Susan Bennis/Warren Edwards
Thomas & Friends Live! On Stage: A
Circus Comes to Town
Tri-Star Pictures
United Artists Communications
Theatres/United Film
Distribution Film Company
Walt Disney Pictures/
Touchstone Films
Walt Disney's World on Ice
Warner Bros

SCIENCE, MEDICAL & TECHNOLOGY

AT&T
kajeet
National Cancer Cytology Center
National Foundation for Ileitis and Colitis
NovaCare, Inc.
SLE (Lupus) Foundation

Todd-AO Studios East
Sabolich Prosthetic & Research Center
Snap-On Smile

SPECIAL EVENTS AND EVENT MARKETING

Mattel Toys, new product introduction held at the Helmsley Palace Hotel Versailles Room for over 200 media people, kicked off by fifteen-block ride down Fifth Avenue by costumed actress representing lead product line character; event included full-scale multi-media presentation, live actors, luncheon, and presentation by Dr. Lendon Smith, noted television personality and child psychologist retained to speak on behalf of the product line.

New Line Home Entertainment - Launch Event for VHS/DVD Release of Lord of the Rings: The Fellowship of the Ring, event for approximately 75 media outlets from around the world and 400 guests of the Creative Coalition, at The Boat House in New York's Central Park; responsible for all aspects, including staging of flotilla of 40 boats' arrival across Central Park Lake, rowed by hooded lantern-carrying characters, to the soundtrack of The Lord of the Rings, amidst a special effects fog covering the Lake and a laser show overhead.

Ringling Bros. and Barnum & Bailey Combined Shows, all national publicity and promotional events for 120th (1989/90) through the 134th edition (2004) of "The Greatest Show On Earth" in the New York Metropolitan Area. Events include: Animal walks of all circus animals across Manhattan (through Midtown tunnel to Madison Square Garden), promenade of elephants from Madison Square Garden to Central Park for free performance high lights show for children, A Central Park Circus Salute to the United Nations for 2,000 United Nations diplomats and school children, Salute to Jumbo event in cooperation with the American Museum of Natural History

Royal Lipizzan Stallions of the Spanish Riding School of Vienna, national publicity for four-city U.S. 1990 tour.

Sabolich Prosthetic and Research Center, developer and producer of prosthetic devices; events included:

International press conference held at the Plaza Hotel in New York for 100 media people from around the globe to introduce the Sabolich Foot prosthesis; planned, managed and scripted multi-media presentation before science/medical print and broadcast editors and reporters.

International press conference held at the Plaza Hotel in New York for 100 media people from around the globe to introduce the Sabolich Sense-of-Feel System; planned, managed and scripted multi-media presentation before science/medical print and broadcast editors and reporters.

International press conference held at the Plaza Hotel in New York to introduce the Sabolich Sense of Feel and Sense of Hot and Cold systems before medical/science print and general interest print and broadcast editors and reporters.