



Fox Mobile Studios, Altoids® COME TOGETHER FOR A Comedy “Brainstorm”

New multi-platform series pushes the envelope for branded entertainment

LOS ANGELES, September 21, 2009 – Fox Mobile Studios (FMS), a unit of Fox Mobile Group, has developed “Brainstorm,” an eight-episode scripted comedy series optimized for viewing on both mobile and online platforms that revolves around Altoids, “The Curiously Strong Mints.” In creating “Brainstorm,” FMS set out to go beyond cursory brand integration and creatively embedded Altoids as an integral, organic plot element.

“This is Fox Mobile Studios’ first branded entertainment endeavor and we feel very fortunate to have partnered with Altoids, a brand that has an innovative history of challenging conventional thought and behavior, to achieve this milestone,” said Michael Wallen, vice president and creative director for Fox Mobile Studios. “In a world where consumers are accustomed to product placements and branded content we sought a new kind of integration that is mutually beneficial to marketers and media: it’s transparent, organic and most of all entertaining.”

Fox Mobile Studios forged a unique relationship with Omelet, a hybrid creative and entertainment agency, to produce “Brainstorm,” which offers a hilarious look inside the fast-paced, controversial and sometimes ridiculous world of advertising. The series was created as a stand-alone concept that incorporates Altoids without being intrusive to viewers.

“Today’s consumers are inundated with choice when it comes to content and because they lead active lifestyles, we have to proactively offer them quality content rather than waiting for them to discover us,” said Paul Chibe, vice president and general manager, Wrigley U.S. Gum and Mints. “The ‘Brainstorm’ series is an example of a well-known brand like Altoids finding the right creative partners, like Fox Mobile Studios, to bring consumers branded entertainment that they believe in and enjoy enough to pass-along and share with friends.”

All eight original “Brainstorm” episodes will premiere in their entirety on September 28, 2009. For more information on the original series, log onto www.brainstormtheshow.com.

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About Fox Mobile Studios

Fox Mobile Studios (FMS) is the creative engine within Fox Mobile Group that develops and produces compelling original content and Fox-derived content tailored specifically for the mobile medium. All content developed by FMS is ready-made for easy commercial exploitation across multiple platforms and regions worldwide.

Fox Mobile Studios is a unit of Fox Mobile Group.

About Fox Mobile Group

Fox Mobile Group (FMG) is the global leader in mobile content distribution, production and services, offering more of the benefits of mobile entertainment to consumers and business partners than anyone else. A



division of Fox Entertainment Group, FMG distributes and produces more mobile entertainment to more people and business partners in more ways and in more places than anyone else in the world.

Headquartered in Berlin, Germany and Beverly Hills, Calif., Fox Mobile Group includes Fox Mobile Distribution and Fox Mobile Studios. It is wholly-owned by News Corporation (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV).

About Wrigley

The Wm. Wrigley Jr. Company is a recognized leader in confections with a wide range of product offerings including gum, mints, hard and chewy candies, lollipops, and chocolate. The Company has operations in more than 40 countries and distributes its world-famous brands in more than 180 countries. Three of these brands – Wrigley's Spearmint[®], Juicy Fruit[®], and Altoids[®] – have heritages stretching back more than a century. Other well-loved brands include Doublemint[®], Life Savers[®], Skittles[®], Big Red[®], Boomer[®], Pim Pom[®], Winterfresh[®], Extra[®], Starburst[®], Freedent[®], Hubba Bubba[®], Orbit[®], Excel[®], Creme Savers[®], Eclipse[®], Airwaves[®], Solano[®], Sugus[®], Locketts[®], P.K.[®], Cool Air[®] and 5[™]. Wrigley is headquartered in Chicago, Illinois and operates as a subsidiary of Mars, Incorporated, based in McLean, Virginia. Mars is a \$30-billion, family-owned company that produces some of the world's leading confectionery, food and petcare products and has growing beverage and health & nutrition businesses.

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