



**SONY  
PICTURES**

Sony Pictures Entertainment (SPE) generates awareness and extends branding potential of individual films, film franchises or television series through the development of co-branded promotions, licensed merchandise and retail promotions. A selection of properties for which it seeks promotional partners, licensees and/or retail partners includes *The Karate Kid*, *The Green Hornet*, *Spider-Man 4* (promotions and retail only) and *Ghostbusters*.



**STAND 599**

Sony Pictures Entertainment  
Consumer\_products@spe.sony.com  
www.sonypictures.com



**The Karate Kid**

In 2010, Sony Pictures Entertainment will release a remake of *The Karate Kid*, starring Jaden Smith and Jackie Chan, that will warm the hearts of fans and empower kids everywhere.



**The Green Hornet**

*The Green Hornet and Kato* are a masked vigilante duo coming to theaters in 2010. This blockbuster promises to be an off-beat, action-packed, martial arts thrill ride.



**Spider-Man 4**

Sony Pictures Entertainment is thrilled about the upcoming release of *Spider-Man 4* on May 6, 2011. We look forward to speaking with you about promotional and retail opportunities for one of the most successful film franchises in history.



**The Adventures of Tintin: The Secret of the Unicorn**

An energetic reporter named Tintin and his inseparable companion, Snowy, partner with Captain Haddock in an unexpected adventure to recapture the captain's status as king of the seas. Sony Pictures Entertainment has the promotional and distribution rights in most non-English speaking territories, and it will release during Holiday 2011.



**Ghostbusters**

In celebration of *Ghostbusters*' 25-year history, Sony Pictures Consumer Products has launched a phenomenal global licensing program targeting the *Ghostbusters* core fan base and the program continues to generate excitement!