

7-ELEVEN® POWERS UP 'IRON MAN' WITH PROMO OF APRIL SLURPEE® TIE-IN CAMPAIGN, OFFERS PEEK OF MAY 2 MOVIE RELEASE

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DALLAS-- (BUSINESS WIRE)--While Marvel Comics Super Hero fans await the final days before the May 2 release of Marvel Entertainment and Paramount Pictures' "Iron Man" movie, 7-Eleven® store customers can wrap their hands around the protagonist now.

7-Eleven, Inc. ramps up its 2008 Slurpee® season with the company's first major promotion of the year – a month-long "Iron Man" campaign leading up to the movie's opening. The featured Slurpee flavor of the month is the new AMP Energy Freeze, a frozen version of Pepsi's AMP Energy, created exclusively for 7-Eleven.

Four multi-image, three-dimensional Slurpee cups utilize film shots of actor Robert Downey Jr.'s lead character, Tony Stark, clad in Iron Man Super Hero suits, as well as his nemesis, Iron Monger. Rather than the usual single-image morphing into another single image, these cups feature multiple frames from the movie to enhance the action effect. The Iron Monger cup includes 24 actual frames from the "Iron Man" movie to create action-packed graphics – something never done before.

A collectible, refillable mug features the red and gold helmet of Iron Man's Mark III suit of armor. The 28-ounce mug retails for \$3.29 and includes a Slurpee fill up. Additionally, 7-Eleven will offer three different Iron Man Slurpee spoon-straws with detachable Iron Man and Iron Monger figurines for a price of \$1.49 each.

"Just as action movies keep creating new special effects and computer-generated graphics, our Slurpee cups, mugs and straws have to continually reach their own new heights of creativity," said Jay Wilkins, 7-Eleven brand manager for Slurpee and Big Gulp® beverages. "These are definitely some of the coolest cups we've created. We learned last summer how popular collectible figures on our straws could be and made them part of this year's 'Iron Man' mania."

Radio advertising in selected markets and store signage support the program. Contests in select markets will award prize packs that include "Iron Man" movie posters, T-shirts, cups, mugs, straws and merchandise coupons. A true-to-the-movie 6' 4", two-dimensional Iron Man character will be part of the in-store signs highlighting the motion picture.

"This partnership delivers a bulls-eye target for 'Iron Man' with the millions of 7-Eleven customers," commented LeeAnne Stables, Senior Vice President of Worldwide Marketing Partnerships at Paramount Pictures. "This campaign is one-of-a-kind and brings the fun and excitement of the film right into 7-Eleven stores."

"We were blown away by the image quality of what 7-Eleven reproduced by taking 24 frames of action from our film and recreating it on the side of a cup. Iron Man fans will be thrilled to see these," said Kevin Feige, Marvel Studios President of Production and 'Iron Man' producer.

SOURCE: 7-Eleven, Inc.

With the kick-off of its Iron Man promotional campaign this month, 7-Eleven unveils its new Slurpee Nation(SM) website (visit www.slurpee.com), which features links to the official movie site as well as the movie trailer, wallpapers and screen-savers. In a co-promotion with Foot Locker, another of Paramount's "Iron Man" partners, 7-Eleven offers a \$10-off coupon at slurpee.com that can be used toward the purchase of any pair of shoes selling for \$50 or more at Foot Locker from April through July. Likewise, anyone who purchases a pair of shoes at Foot Locker during April will receive a coupon for a free Slurpee drink.

Although they appeal to all ages, Slurpee drinks are most popular with young men between the ages of 18 and 34 -- a demographic that closely matches the target audience of Super Hero action films. Likewise, energy drinks continue to enjoy year-over-year sales increases among young adult males.

AMP Energy's taste is based on the original citrus flavor of Mountain Dew, Pepsi's caffeinated soft drink, and is the same greenish-yellow color as AMP. Mountain Dew proved to be an instant hit with thirsty consumers when first introduced in Slurpee form in 2001.

"'Iron Man' gives us a high-energy start to this year's Slurpee season," Wilkins said. "And, it's only the beginning. Stay tuned."

Marvel Entertainment and Paramount Pictures' big screen adaptation of Marvel's legendary Super Hero "Iron Man" will launch into theaters on May 2, 2008. Oscar® nominee Robert Downey, Jr. stars as Tony Stark/Iron Man in the story of a billionaire industrialist and genius inventor who is kidnapped and forced to build a devastating weapon. Instead, using his intelligence and ingenuity, Tony builds a high-tech suit of armor and escapes captivity. When he uncovers a nefarious plot with global implications, he dons his powerful armor and vows to protect the world as Iron Man. The film also stars Oscar® winner Gwyneth Paltrow and Oscar® nominees Terrence Howard and Jeff Bridges and is directed by Jon Favreau.

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 approximately 7,500 7-Eleven® stores in North America. Globally, 7-Eleven operates, franchises or licenses close to 34,100 stores in 17 countries. During 2007, 7-Eleven stores worldwide generated total sales of more than \$46.6 billion. Find out more online at www.7-Eleven.com.

ABOUT PARAMOUNT PICTURES CORPORATION

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, Nickelodeon Movies and DreamWorks Studios. PPC operations also include Paramount Pictures Digital Entertainment, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Worldwide Television Distribution.

ABOUT MARVEL ENTERTAINMENT INC.

With a library of over 5,000 high-profile characters built over more than sixty years of comic book publishing, Marvel

SOURCE: 7-Eleven, Inc.

Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios), publishing (via Marvel Comics) and toys, with emphasis on feature films, DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit www.marvel.com.

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