

# **schlefstein**

jennel@schlefstein.com / jennel.schlefstein.com / 818.389.0997

Entertainment / Gaming Design

**CALL OF DUTY**  
BLACK OPS



**BLOOD  
OF THE  
DEAD**

**CLASSIFIED**  
ZOMBIES EXPERIENCE



PRE-ORDER AND GET ACCESS TO THE

**PRIVATE BETA\***

BETA BEGINS AUG. 3 FIRST ON PLAYSTATION®4

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# CALL OF DUTY BLACK OPS



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**LIMITED TIME OFFER**

PRO EDITION

**CALL OF DUTY BLACK OPS ZOMBIES**

Only at Walmart

**CALL OF DUTY BLACK OPS**

PRE-ORDER AND GET ACCESS TO THE **PRIVATE BETA**

**PRIVATE MULTIPLAYER BETA**

BETWEEN 1:00 PM - 3:00 PM EST AUG. 3 - AUG. 6    BETWEEN 2:00 PM - 4:00 PM EST AUG. 10 - AUG. 13

**DON'T MISS OUT**

**JULY 20**

**14 DAYS**

**UNTIL BETA**

BETA BEGINS 08:00 ON PLAYSTATION 4

**BECOME A BLACK OPS ZOMBIE**  
SNAP TO UNLOCK THE EXCLUSIVE LENS

FOR EVERY LENS SHARED, GAMSTOP WILL DONATE \$1.00 TO \$10,000 TO THE CALL OF DUTY ENDOWMENT TO HELP VETERANS FIND JOBS.

**CALL OF DUTY** ENDOWMENT



PRE-ORDER AND GET ACCESS TO THE **PRIVATE BETA**

**CALL OF DUTY BLACK OPS**

**OCTOBER 12**

**PURCHASE**  
CALL OF DUTY: BLACK OPS 4  
TO GET  
**2XP**  
ONLY AT Walmart

Get \$5 eGift Card with Pre-Order\*

MEGA XP

Everyday **Low Price**

**\$6.24**

**LEVEL UP YOUR GAME FASTER**

BUY CALL OF DUTY BLACK OPS 4 AND TURN 2XP ON PARTICIPATING MONSTER ENERGY PRODUCTS INTO MEGA XP

ONLY AT Walmart

GET 2 HOURS OF **2XP** WITH PURCHASE OF GAME

**LEVEL UP YOUR GAME FASTER**

BUY [Game] + [2XP] = **MEGA XP**

**CALL OF DUTY BLACK OPS**

**OCTOBER 12**

ALL 2XP WITH PARTICIPATING PRODUCTS

PRE-ORDER AND GET ACCESS TO THE **BLACKOUT PRIVATE BETA**

BETA BEGINS SEPTEMBER 13 FIRST ON PS4

**CALL OF DUTY BLACK OPS**

**DAY 1 PRE-ORDER BONUS**

**DIVINITY**  
SIGNATURE WEAPON

THAT UNLOCK DIVINE JUSTICE BY COMPLETING 6 GAME CHALLENGES

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**WEEKENDEVENT** OFFERS VALID OCT 20 - 22, 2017 UNLESS NOTED OTHERWISE **GameStop** POWER TO THE PLAYERS

## LIMITED TIME OFFER

GET AN EXCLUSIVE ZOMBIES MODE FIGURINE\* WITH PRE-ORDER OF **CALL OF DUTY WWII**

Only @ GameStop

**ALSO GET**

- 2-SIDED POSTER
- 2XP WEAPON UNLOCK + 2XP
- DIVISIONS PACK
- GEAR UP WITH CALL OF DUTY™ WWII COLLECTIBLES
- CALL OF DUTY™ WWII FPS FUSEE
- PURCHASE OR PRE-ORDER ANY CALL OF DUTY™ ITEM AND GET THE CODE BOTTLE OPENER FREE

Visit [gamestop.com/callofduty](http://gamestop.com/callofduty) for these and other great offers.

# CALL OF DUTY WWII

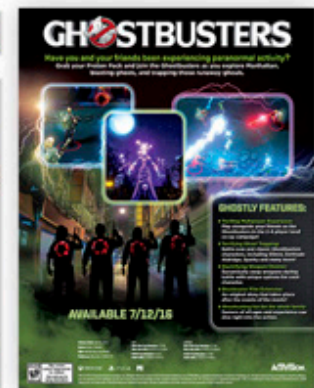
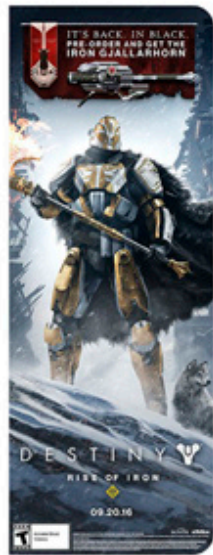
[ GAMESTOP SUPPLY DROPS ]

January 30, 2017



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Activision - Various Graphics

**CALL OF DUTY  
BLACK OPS III**

**PRE-ORDER AND GET THE  
NUK3TOWN  
BONUS MAP**  
ON PS4, XBOX ONE AND PC



**NUK3TOWN IS BACK!**

THIS FAN FAVORITE MAP FROM BLACK OPS HAS RETURNED IN A BIG WAY FOR PS4, XBOX ONE AND PC. IT HAS BEEN REDESIGNED FROM THE GROUND UP TO HIGHLIGHT TRENCHARD'S NEW MOMENTUM-BASED, CHARGED-MOVEMENT SYSTEM, ALLOWING PLAYERS TO BATTLE IN THIS ADRENALINE-CHARGED NEW NUKETOWN MAP.

Set in the year 2044, players will experience a fresh take on this iconic fun-and-gun, close-quarters multiplayer map. Players who pre-order and receive the NUKETOWN Bonus Map, available on PS4, Xbox One and PC via in-game redemption code.

PlayStation 4 Xbox One PC



**M** ESRB Rating: Mature 17+

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**CALL OF DUTY  
BLACK OPS III**

**PRE-ORDER AND GET THE  
NUK3TOWN  
BONUS MAP**  
ON PS4, XBOX ONE AND PC

**M** ESRB Rating: Mature 17+

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**GUILDWARS 2  
HEART OF THORNS**  
MARKETING CAMPAIGN



**THE ASK DISTILLED**

Discover the story behind the success of the game's marketing campaign.



**SITE SKIN EXPLORATION**



**PHASE I  
HEART OF THORNS PRE-PURCHASE**



**CALL OF DUTY  
BLACK OPS III**

**REWARDS**  
HOW TO PLAY AND EARN REWARDS ON DUTY.

**STEP 1 | START SAVING**

Start by earning the 2000th reward of each video when you and your controller are on the main stage you play the main reward track and the more video you get, the more the chance of getting the special achievement of each track, rewarded by the game.



**STEP 2 | EARN COINS**

Now it's time to start earning coins as you play or complete stages. When you get to 1000 coins, you can go to the main stage to get a gift card or cash. You can get a gift card or cash in the daily shop.

**STEP 3 | LEVEL UP A BRICK REWARD**

Now it's time to level up a brick reward. You can use your coins to level up a brick reward. When you level up a brick reward, you can get a gift card or cash. You can get a gift card or cash in the daily shop.



**PREMIUM CONTENT**

**COMPLETE CHALLENGES OR PURCHASE ACCESS**



**M** ESRB Rating: Mature 17+

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**NINTENDO SWITCH**

**RAISE SOME HELL**

**DIABLO  
ETERNAL COLLECTION**



**PLAY WITH  
UP TO 4 PLAYERS  
ON THE SAME SYSTEM**

**POWERFUL  
NEW  
ITEMS TO UNLOCK  
NEW  
CHALLENGES**

**BATTLE THE BRACKEN  
OF HELL  
WHENEVER YOU DO**

**INCLUDES  
ALL DIABLO III  
CONTENT**

**NOW AVAILABLE**

**BLIZZARD  
ENTERTAINMENT**

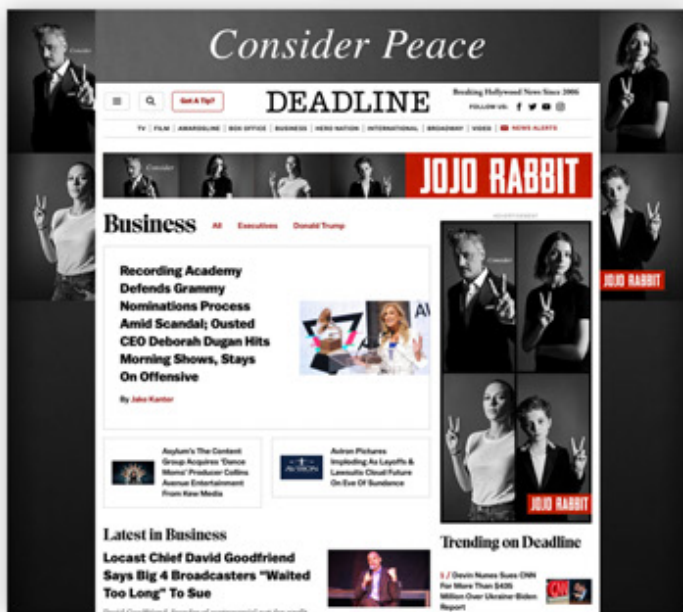
**M** ESRB Rating: Mature 17+

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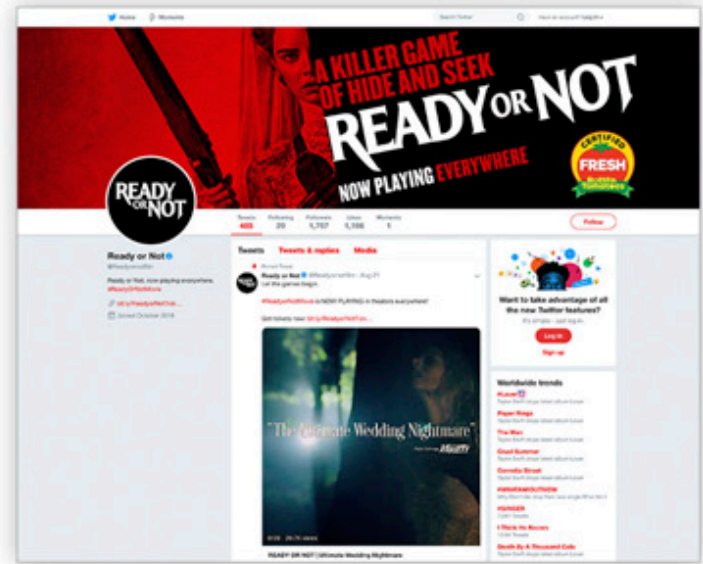
Activision + ArenaNet - Various Graphics



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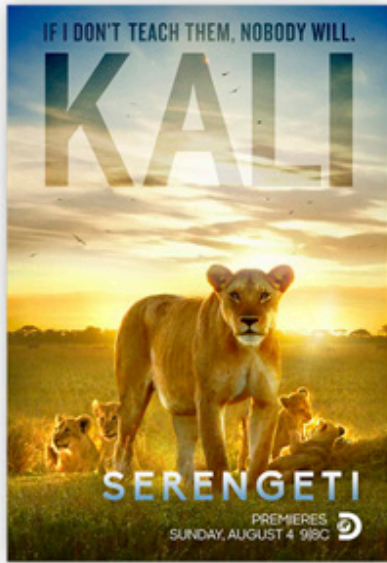
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Jojo Rabbit - All Digital / Theatrical Release / Academy Awards



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**FOR YOUR EMMY® CONSIDERATION**

**“DEAD RINGER”**  
Written by Joe Kelly & Joe Robbery  
Directed by Chris Long

**“TOWARDSKY”**  
Written by Joe Kelly & Joe Robbery  
Directed by Andrew Ross

**OUTSTANDING DRAMA SERIES**  
Joe Robbery & Joe Kelly • “The Americans” • Robert Forster • Jesse Plemons • David Dastmalchian • Peter Krause • Jeffrey Tambor • Peter Onorati • Peter Onorati • Peter Onorati

**OUTSTANDING LEAD ACTRESS IN A DRAMA SERIES**  
Keri Russell as “Elizabeth Bennett”

**OUTSTANDING LEAD ACTOR IN A DRAMA SERIES**  
Noah Waisbman as “Philip Jennings”

**OUTSTANDING SUPPORTING ACTRESS IN A DRAMA SERIES**  
Nicki Katt as “Mary Jennings”

**OUTSTANDING SUPPORTING ACTOR IN A DRAMA SERIES**  
Rush Limbrick as “Robert Tavel”  
David Walliams as “Mr. Rosen”  
Frankie Faison as “Philip Jennings”  
Frankie Faison as “Philip Jennings”  
Frankie Faison as “Philip Jennings”

**OUTSTANDING GUEST ACTRESS IN A DRAMA SERIES**  
Mary McCormack as “Thea”

**“TELEVISION’S BEST DRAMA... ENTHRALLING.”**  
—TV Fanatic

**FX**

**“THE MOST HEARTBREAKING AND HARROWING DRAMA ON TV RIGHT NOW.”**  
—TV Fanatic

**“THE SHOW IS TERRIFIC”**  
—TV Fanatic

**“ONE OF THIS DECADE’S BEST DRAMAS.”**  
—TV Fanatic

**“STRONG WOMEN... OUTSTANDING ACTING”**  
—TV Fanatic

**“ONE OF THE FINEST EXPERIENCES IN TELEVISION... COMPLEX, MESSY, UNEXPECTED, AND ENGROSSING.”**  
—TV Fanatic

**FOR YOUR EMMY® CONSIDERATION**

**“BIRDS IN THE CAGE”**  
Written by Joe Kelly & Joe Robbery  
Directed by Chris Long

**“OF HARDNESS IS MOTHER”**  
Written by Joe Kelly & Joe Robbery  
Directed by Chris Long

**CREATED BY**  
Joe Kelly and Joe Robbery

**EXECUTIVE PRODUCERS**  
Joe Kelly • Joe Robbery • Robert Forster • Jesse Plemons • David Dastmalchian • Peter Krause • Jeffrey Tambor • Peter Onorati • Peter Onorati • Peter Onorati

**STARRING**  
Joe Kelly • Joe Robbery • Robert Forster • Jesse Plemons • David Dastmalchian • Peter Krause • Jeffrey Tambor • Peter Onorati • Peter Onorati • Peter Onorati

**“PHENOMENAL ACTING”**  
—TV Fanatic

**FOX**

**“The final few minutes were hands down THE MOST SHOCKING OF THE ENTIRE SERIES.”**  
—TV Fanatic

**“...Empire has shown it’s willing and able to RAISE THE STAKES and stand by the wild turns it throws at us.”**  
—TV Fanatic

**“...the perfect mix of DRAMA AND COMEDY...”**  
—TV Fanatic

**“The whole storyline is a stroke of POETIC GENIUS.”**  
—AOL

**FOR YOUR EMMY® CONSIDERATION**

**“PILOT”**  
Written by Lizzy Weiss  
Directed by Rick Famuyiwa

**“TODAY WAS A GOOD DAY”**  
Written by: Mueen Ghazal  
Directed by: Gabe Swann

**CREATED BY**  
Lizzy Weiss

**EXECUTIVE PRODUCERS**  
Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss

**STARRING**  
Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss • Lizzy Weiss

**“AN EXUBERANT, HEARTFELT DRAMA.”**  
—TV Fanatic

**THE CHI**

**“A STRIKINGLY HONEST, INTIMATE AND HABIT-FORMING SERIES.”**  
—The Boston Globe

**“THE CHI IS WELL-MADE AND INVOLVING AND ENLIVENED AT EVERY TURN BY A MULTIGENERATIONAL CAST...”**  
—LA Times

**“AN EXUBERANT, HEARTFELT DRAMA.”**  
—TV Fanatic

**“EXUDES HOMETOWN AFFECTION AND TOUGH LOVE.”**  
—The NY Times

**“...YOUNGEST MEMBERS ARE AS IMPRESSIVE AS THE VETERANS.”**  
—LA Times

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FOX - Emmy FYC Mailers

**New Girl**

100

fantastic episodes. Zero personal growth.  
**Congratulations** to the amazing cast and creators of  
**New Girl**  
 With appreciation, Dana Walden, Gary Newman  
 and everyone at Fox Television Group.

FOX  
 TELEVISION GROUP

100 FANTASTIC EPISODES  
 ZERO PERSONAL GROWTH  
 CONGRATULATIONS TO THE AMAZING CAST AND CREATORS OF  
**New Girl**

FOX

100 fantastic episodes.  
 Zero personal growth.  
**Congratulations**  
 to the amazing cast  
 and creators of  
**New Girl**  
 With appreciation, Dana Walden, Gary Newman  
 and everyone at Fox Television Group.

FOX

100  
 fantastic episodes. Still super awkward.  
**Congratulations**  
 to the amazing cast and creators of  
**New Girl**  
 With appreciation, Dana Walden, Gary Newman  
 and everyone at Fox Television Group.

FOX

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YOU ARE  
AN ALL-AMERICAN  
AND OUR CAPTAIN

# ACT LIKE IT

THE LINE UP  
TONIGHT 8PM

MSG  
NY PLAYS HERE

COME ON,  
HIT ME.

# HARDER HARDER

THE LINE UP  
TONIGHT 8PM

MSG  
NY PLAYS HERE

MSG  
NY PLAYS HERE

01  
BASEBALL  
FAVE

THE LINE UP  
TONIGHT 8PM

MSG  
NY PLAYS HERE

02  
BOXING  
FAVE

THE LINE UP  
TONIGHT 8PM

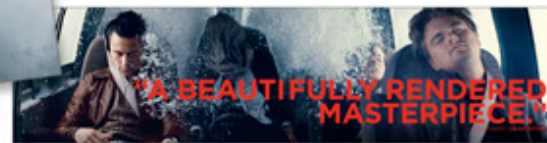
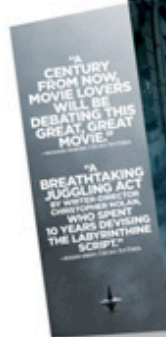
MSG  
NY PLAYS HERE

03  
BASKETBALL  
FAVE

THE LINE UP  
TONIGHT 8PM

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Pan's Labyrinth - DVD Packaging & Collateral



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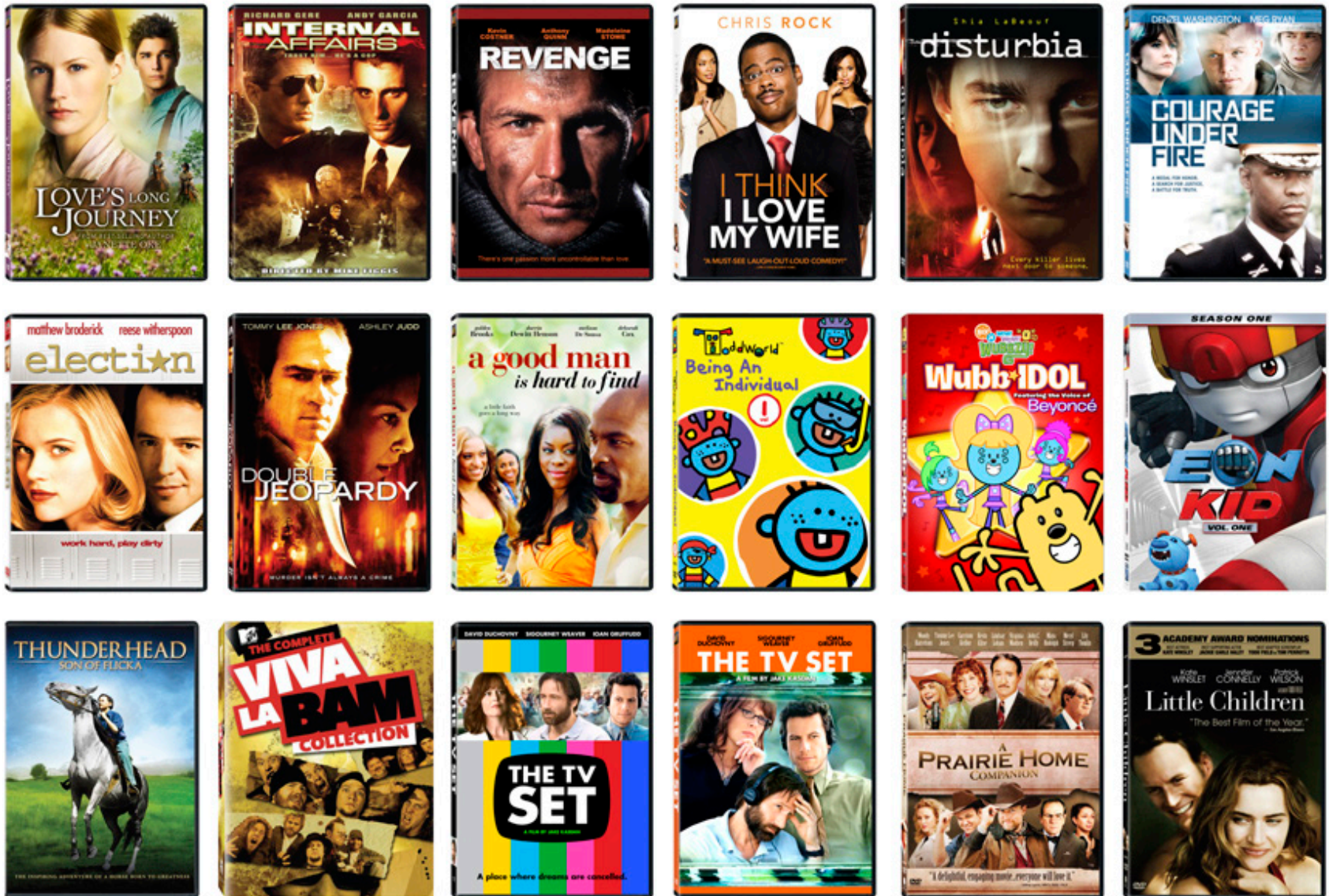
In The Land of Women - Theatrical Keyart Explorations

Thr3e Theatrical Keyart Finish



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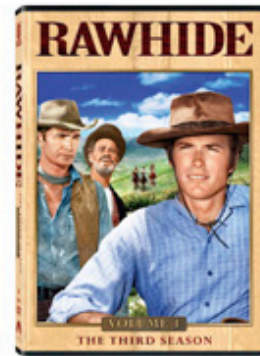
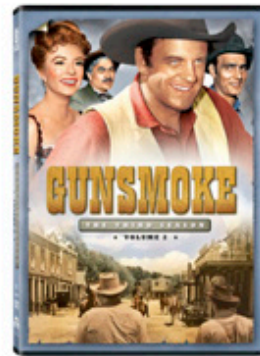
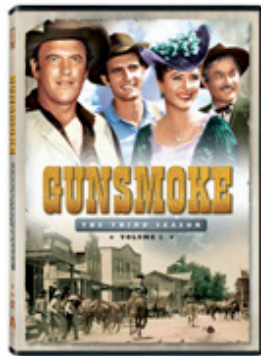
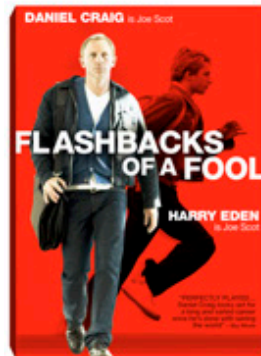
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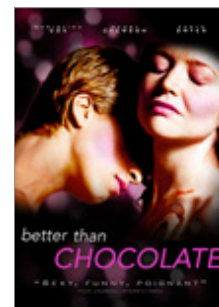
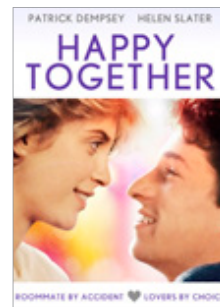
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Home Entertainment Finishes - DVD Keyart Covers



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**TO FACE THE FUTURE, THEY MUST FACE THE PAST.**

LIAM NEESON JAMES SPARTO  
**FIVE MINUTES OF HEAVEN**

WELL PERFORMED AND PROUDLY PRODUCE, A REAL DYNAMIC THAT ONLY ENHANCES THE PACE!

IN 1975, 17-year-old Tom (Liam Neeson) is kidnapped by a man who claims to be his father. The father was released to the police but the kidnapper was not. The kidnapper is now a man in a white coat, and the kidnapper is now a man in a white coat. The kidnapper is now a man in a white coat. The kidnapper is now a man in a white coat.

From the "Top 50" animated director Peter Dinklage, the film is a powerful and moving story of a man who is kidnapped by a man who claims to be his father. The kidnapper is now a man in a white coat, and the kidnapper is now a man in a white coat. The kidnapper is now a man in a white coat. The kidnapper is now a man in a white coat.

PG-13

PREBOOK: 03.01.10  
STREET: 04.06.10

WFC

**WE LOVE IT WHEN A PLAN COMES TOGETHER**

**THE A-TEAM**

A \$77 MILLION BOX OFFICE START WITH SPECTACULAR ACTION AND VISUAL THRILLS!

INSPIRED BY REAL EVENTS

Starring Dennis Quaid

**"A Total Blast!"**

PG-13

November 3, 2010 November 2, 2010  
November 17, 2010 December 14, 2010

**The Story of An American Hero That Will Make You Stand Up And Cheer!**

**THE EXPRESS**

INSPIRED BY REAL EVENTS

Starring Dennis Quaid

**"FANTASTIC. One of the best sports movies I've seen."** Larry King

BONUS FEATURES

PG-13

**"A comic, erotic and perfectly wonderful film."**

**I served the King of England**

PG-13

Os DVD February 17th

**JOIN THE QUEST!**

**WICKED & WONDERFUL**

**"A Movie with Wit, Warmth and Unabashed Emotion"**

PG-13

STREET DATE: 01/24/06 • ORDER DUE DATE: 12/20/05

**"FUNNY, TOUCHING AND ALTOGETHER EXTRAORDINARY"**

**BEGINNERS**

**"A marvelously inventive romantic comedy!"**

STARRING  
EWAN MCGREGOR  
CHRISTOPHER PLUMMER  
MÉLANIE LAURENT

PRE-ORDER: AUGUST 23

**"A FASCINATING CHRONICLE OF DRIVE, DETERMINATION AND 'NEVER SAY NEVER' - A RICHLY SATISFYING FILM."**

**THE BACK NINE**

OVER 50 MILLION GOLFERS IN THE U.S. TARGETED.

PRE-ORDER DATE: 11/16/10 • STREET DATE: 12/14/10

**UNRAVEL THE CONSPIRACY**

**ECHELON**

**"Tech-charged with testosterone-fueled action!"**

ORDER DUE DATE: 6/8/08 • STREET DATE: 7/21/08

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A  
*Johnson & Johnson*  
SPOTLIGHT PRESENTATION™

# The Engagement Ring

LOVE

Improves With Age

COMING THIS NOVEMBER

**TNT**  
WE KNOW DRAMA™

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*Johnson & Johnson*  
SPOTLIGHT PRESENTATION™

## THE ENGAGEMENT RING

ALL'S FAIR IN LOVE AND WINE

COMING THIS NOVEMBER

**TNT**  
WE KNOW DRAMA™

*Johnson & Johnson*  
SPOTLIGHT PRESENTATION™

## THE ENGAGEMENT RING

A Story of Red Blood and The Wine

COMING THIS NOVEMBER

**TNT**  
WE KNOW DRAMA™

PATRICIA HEATON

*Johnson & Johnson*  
SPOTLIGHT PRESENTATION™

## THE ENGAGEMENT RING

ALL'S FAIR IN LOVE AND WINE

NOVEMBER

**TNT**  
WE KNOW DRAMA™

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Wow! Wow! Wubbzy! - DVD Keyart / Packaging / Collateral



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Various Property Style Guide & Graphics

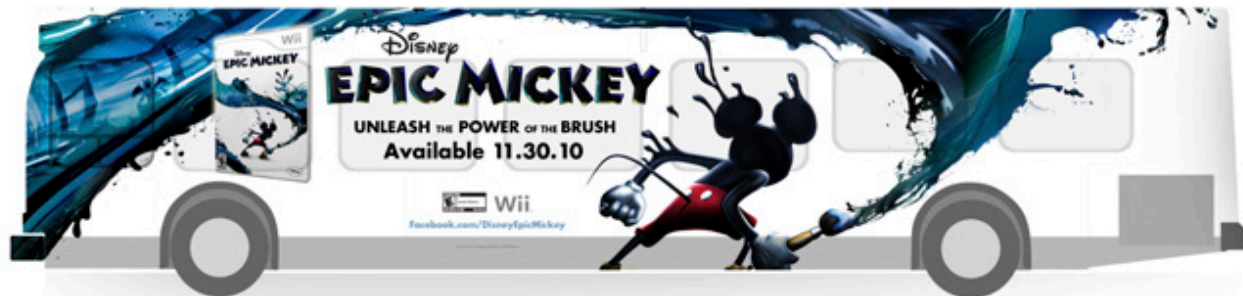


"Wii™ GAME OF SHOW" - GameSpy  
 "BEST ADVENTURE GAME" - GameTV  
 "BEST OF E3" - GamePro  
 "BEST WII™ GAME" - IGN  
 "BEST ART DIRECTION" - GameSpot  
 "A BEST OF E3 AWARD WINNER!" - The Electric Playground  
 "MICKY LOOKS INCREDIBLE!" - Top.com  
 "BEST CONSOLE GAME" - Game Critics Awards 2010  
 "BEST WII™ GAME" - GameTV  
 "BEST OF SHOW" - Game Critics Awards 2010  
 "BEST WII™ GAME" - GameTV  
 "PLATFORMER GAME OF SHOW" - GameTV

**Disney**  
**EPIC MICKEY**

UNLEASH THE POWER OF THE BRUSH

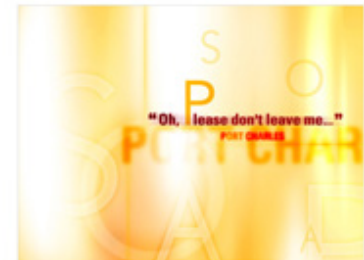
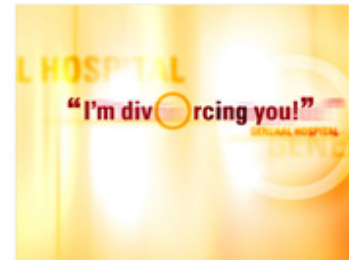
AVAILABLE EXCLUSIVELY ON WII™ CONSOLE  
 In Stores November 30th  
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 Facebook.com/DisneyEpicMickey  
 Wii Disney



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Epic Mickey - Consumer Ad / Bus Wrap Graphics



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