



Universal Studios Home Entertainment Unveils U-Shop with First Title to Use Web-enabled HD DVD Capabilities for E-commerce

EVAN ALMIGHTY

Purchase Environmentally-friendly Items Featured in the Movie
Directly From Your HD DVD Player

*Available on HD DVD Combo Disc October 9, 2007 from
Universal Studios Home Entertainment*

Universal City, CA (October 2, 2007) - Get ready to experience HD DVD like never before with *Evan Almighty* on Combo Disc October 9, 2007 from **Universal Studios Home Entertainment**. The HD DVD disc ushers in the first title to feature Universal's all new U-Shop feature, enabling consumers the opportunity to purchase exclusive **Evan Almighty** merchandise and environmentally safe products from the comfort of their couch using their HD DVD players. *Evan Almighty* on HD DVD Combo Disc is almighty fun for everyone, with additional exclusive features such as web-enabled **Download Center** where viewers can access content such as trailers, exclusive content and more. HD DVD Combo Discs can be viewed on a standard DVD player as well as on a HD DVD player.

With Universal **U-Shop**, viewers have the opportunity to shop for items from the *Evan Almighty* movie right from their living room. Consumers can open a **U-Shop** account at Universalhidef.com and access the entire store to their HD-DVD player and start purchasing exclusive items from The Almighty Store. The U-Shop store will feature environmentally-friendly products inline with the theme of the movie. Items available for

purchase include a solar radio, recycling bin cart, organic bath and beauty products, and more.

Evan Almighty on HD DVD Combo Disc also offers a one-of-a-kind experience with **U Control**, a fully immersive entertainment experience using the guaranteed interactive capabilities on HD DVD that you control. **U Control** on *Evan Almighty* is packed with unique features such as *Animal Wrangler*, which allows the viewer to find out more about their favorite animals throughout the movie and discover fun corresponding wildlife facts. **U Control** also provides viewers with *Ark Building for Dummies*, which gives step-by-step instructions on ark building for the do-it-yourself viewer. In addition to these fun activities, viewers get a backstage pass to the making of *Evan Almighty* with the picture-in-picture feature allowing viewers to access cast and crew interviews, behind-the-scene footage and much more – all while watching the movie.

“Web-Enabled,” is a new feature for HD DVD users. A simple registration process will enable consumers to have their HD DVD player connected to the Internet (via Ethernet connection). This feature, which is standard on all HD DVD players, is opening the road to personalization, unique access to content, community building and e-commerce. These web-enabled features will allow consumers the opportunity to download exclusive trailers, content and games right to their HD DVD player. It will allow them to send a collection of their favorite clips, using My Scenes, to friends via a buddy list they control. The account will live in the persistent storage of the player and will recognize the owner when a new connected disc is inserted. It can remember a password, if it is asked to, allowing one-click access to the **Download Center**. Multiple accounts with different passwords can be registered all on the same player. Consumers can also sign up for newsletters, sweepstakes and partner offers. Accounts can be created by clicking here (www.universalhidef.com).

“With the release of *Evan Almighty* on HD DVD we’re introducing U-Shop a new level of web-enabled experiences only HD DVD can provide.” said Craig Kornblau, President of Universal Studios Home Entertainment and Universal Pictures Digital Platforms. “The guaranteed features on every HD DVD player allow us to explore the world beyond what’s possible on a physical disc and redefine the home movie experience.”

Evan Almighty on HD DVD enhances the home viewing experience with mandatory HD features such as a network connection, picture-in-picture, persistent storage and compelling HD interactive features using Microsoft technology. Quality, affordability, and exceptional viewing and listening experiences are widely touted benefits of the HD DVD format.

HD DVD FEATURES

U-CONTROL CONTENT (HD)

- PICTURE-IN-PICTURE
 - Viewers will get a truly "inside" look at the making of the movie through BTS footage and interviews with cast and crew
- ARK BUILDING FOR DUMMIES
 - 3D pop up graphics, give a step-by-step guide to ark building for the viewers at home.
- GET ON BOARD
 - While you watch the movie, animals from the film pop up with eco-trivia and lighthearted informative tips on maintaining a greener and cleaner planet.

ADDITIONAL HD CONTENT

- ANIMAL WRANGLER
 - Get the inside scoop on behind the scenes trivia and other fun wildlife facts.

WEB ENABLE FEATURES

- E-COMMERCE
- DOWNLOAD CENTER
 - MARTY'S TOUR

BONUS CONTENT

- OVER 12 MINUTES OF DELETED SCENES AND OUTTAKES
- THE ARK-ITECTS OF NOAH'S ARK
 - We follow the building of Noah's ark from its beginning as an artist's rendering to its final construction with Steve Carell providing comedic insight on the process.

- BECOMING NOAH
 - We'll spend time in hair, wardrobe and makeup with Steve Carell and see what it takes to transform from Evan to Noah.
- STEVE CARELL UNSCRIPTED
 - Steve Carell improvises a standup performance on Capitol Hill, shows us what the ancient tools were "really" used for and how he made friends with all the animals.
- ANIMALS ON SET TWO BY TWO
 - With coordinator Mark Forbes and his team of animal experts, we'll learn what it takes to get a "perfect take" from all the animals on set.
- ANIMAL ROUNDUP GAME
 - Collect the animals two by two by answering trivia questions before the floodwaters rise. Hosted by Jimmy Bennett, who will provide animal facts along the way.
- THE ALMIGHTY GREEN SET
 - Tom Shadyac, Morgan Freeman and Habitat for Humanity's Ryan Jacobi talk about the efforts taken on set to make this a fully sustainable production.
- IT'S EASY BEING GREEN
 - In this featurette, the cast will give tips on leading more earth-friendly lives.
- ACTS OF RANDOM KINDNESS
 - Through interviews and testimonials, we'll explore how people's faith and acts of kindness benefits them and others and the world at large.
- EASTER EGGS
 - Hidden within the menus will be a series of 6:14 that, once found and selected, will unlock additional outtakes or short featurettes.
 - Noah's Tools
 - Evan Anchors the News
 - Baboon Trick
- A FLOOD OF VISUAL EFFECTS
 - The designers at ILM and Rhythm & Hues demonstrate how they created the computer generated sequences.
- THE ALMIGHTY FOREST
 - Everyone who planted a virtual tree in The Almighty Forest can find their name in this list of contributors to The Conservation Fund.

SYNOPSIS

Evan Almighty is a comedy for all ages that 'you don't want to miss' (Kim Griffis, *NBC-TV*)! Everyone's favorite funnyman Steve Carell is at his hilarious best as junior congressman Evan Baxter, whose wish to "change the world" is heard by none other than God (Academy Award© winner* Morgan Freeman). When God appears with the perplexing request to build an ark, Evan is sure he is losing it. But soon mysterious deliveries of wood and tools are being dropped on his doorstep, animals of every shape and size are flocking to him two by two, and his self-absorbed life goes from overnight success to almighty mess! It's a great time for everyone!

TECHNICAL INFORMATION

HD DVD

Street Date: October 9, 2007

Copyright: 2007 Universal Studios. All Rights Reserved.

Price: \$ 39.98

Discs: 1

Layers: HD-30 / DVD 9

Aspect Ratio: Widescreen (2.35:1)

Rating: PG

CAST AND FILMMAKERS

Cast: Steve Carell, Morgan Freeman, Lauren Graham, John Goodman, John Michael Higgins, Jimmy Bennett, Wanda Sykes, Jonah Hill, Molly Shannon

Directed By: Tom Shadyac

Screenplay By: Steve Oedekerk

Story By: Steve Oedekerk, Joel Cohen, Alec Sokolow

Produced By: Tom Shadyac, Gary Barber, Roger Birnbaum, Neal H. Moritz, Michael Bostick

Executive Producers: Ilona Herzberg, Dave Phillips, Matt Luber, Tom Hanks, Gary Goetzman

Director of Photography: Ian Baker

Production Designer: Linda DeScenna

Film Editor: Scott Hill

Visual Effects Supervisor: Douglas Hans Smith

Costume Designer: Judy Ruskin Howell

Music By: John Debney

Co-Producer: Jonathan Watson, Amanda Morgan Palmer, Ori Marmur

About HD DVD

HD DVD is the next generation, post-DVD standard for high capacity, high definition optical discs, approved by the DVD Forum, which develops and defines DVD formats. Its more than 220 strong membership brings together leaders in movies and entertainment, computing, consumer electronics and software. HD DVD is fast becoming the primary

visual medium for the age of high-definition TV. The North American HD DVD Promotional Group, Inc. is an organization established to promote the HD DVD format and educate consumers in North America. For more information and a complete listing of HD DVD launch titles please visit <http://www.TheLookAndSoundOfPerfect.com>.

About Universal Studios Home Entertainment

Universal Studios Home Entertainment is a unit of Universal Pictures, a division of Universal Studios (www.universalstudios.com). Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

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