

Fandango and iDeal Film Fund Form Cause-Related Ticket Partnership Surrounding the Upcoming Release of “Motherhood”

*Funds Raised Through Opening Ticket Sales to Benefit
Susan G. Komen for the Cure®*

New York – October 21, 2009 – The upcoming feature film “Motherhood” starring Uma Thurman, Minnie Driver and Anthony Edwards has joined forces with Fandango, the nation’s leading movie ticketing destination, to benefit Susan G. Komen for the Cure®. For the first two weeks of the film’s opening, October 23rd to November 6th, 2009, one dollar of every “Motherhood” ticket sold on Fandango will be donated to Susan G. Komen for the Cure.

Komen for the Cure Affiliates in each of the five opening markets – New York, Chicago, Boston, San Francisco and Los Angeles – will share information with their constituents about the partnership. All money raised in each of the five markets will stay in those communities to serve unmet breast health needs.

“This is truly a remarkable partnership,” said Jana Edelbaum, managing partner of the iDeal Partners Film Fund. “Consumers simply purchase a “Motherhood” ticket on Fandango and \$1 of their ticket purchase will be donated to Susan G. Komen for the Cure. Their donation is being made possible by Fandango and iDeal Partners Film Fund. In fact, iDeal is guaranteeing a minimum donation of \$5,000 to get the ball rolling but hope to add at least two zeros to that.”

“We’re pleased to support an important cause like Susan G. Komen for the Cure,” says Ted Hong, Chief Marketing Officer of Fandango. “With *Motherhood* debuting at theaters during National Breast Cancer Awareness Month, it’s an ideal title and time to support the search for a cure and to get moviegoers involved.”

The promotion will be supported with a mixture of print and digital advertising, public relations as well as online support. Fandango has even created a special “Motherhood”/ Susan G. Komen for the Cure-branded widget which will appear on the film’s website, as well as many of the film’s promotional partner sites.

“When Blink Entertainment first brought the cause-related partnership idea to us we immediately liked it. It just made sense.” said Edelbaum. “Since then, some members of our team have been affected by breast cancer making this partnership incredibly personal to us.”

“Motherhood,” starring Uma Thurman, Minnie Driver and Anthony Edwards is a comedy from writer/director Katherine Dieckmann, the acclaimed filmmaker of “Diggers” and “A

Good Baby.” Shot entirely on location in New York’s West Village, this comedy distills the dilemmas of the maternal state into the trials and tribulations of one pivotal day.

ABOUT IDEAL PARTNERS FILM FUND:

iDeal Partners Film Fund is an independent financing and production company founded in 2006 by managing partner Jana Edelbaum. Working in partnership with the country’s top film producers, iDeal produces a diversified slate of quality independent feature films and documentaries. iDeal manages the downside risk to its partners and collaborators through presales, casting and state tax incentives.

iDeal recently completed production on “An Invisible Sign of my Own,” a whimsical drama with a generous dose of magical realism. Directed by Marilyn Agrelo (Mad Hot Ballroom) from a screenplay by writers Pam Falk and Mike Ellis (The Wedding Planner) it stars Jessica Alba, Chris Messina, JK Simmons, John Shea and Sonia Braga.

ABOUT FANDANGO:

One of the Web's top movie and entertainment destinations, Fandango sells tickets to more than 16,000 screens. Fandango entertains and informs consumers with reviews, commentary and trailers, and offers the ability to quickly select a film, plan where and when to see it, and conveniently buy tickets in advance. Fandango is available at www.fandango.com, and via your wireless mobile device at mobile.fandango.com. Fandango is a unit of Comcast Interactive Media.

ABOUT SUSAN G KOMEN FOR THE CURE:

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested more than \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.