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**FOR IMMEDIATE RELEASE**

**URBAN MOVIE CORPORATION OF AMERICA**  
**APPLAUDED FOR *BARBERSHOP* CAMPAIGN**

Urban Movie Corporation of America (UMCA) is being praised for their contribution to the success of *Barbershop*, MGM's urban comedy, which has exceeded all expectations with a \$21 million opening, topped by a second weekend at Number 1, for a cume of \$39 million. UMCA is responsible for capturing the attention of the urban moviegoer by hitting them with a unique marketing campaign that created maximum awareness.

The main component of UMCA's marketing campaign was conducted with Footaction USA, the hottest street-inspired athletic shoes in 500-plus locations nationwide. Footaction's in-story video network aired *Barbershop's* film clips and music videos for one month, leading up to the film's opening. UMCA also offered advance screenings of *Barbershop* in local areas to Footaction's 160 million customers nationwide.

UMCA's campaign further captured the attention of the core 14 – 24 year old crowd with strategic trailer placement in nightclubs and popular hang-outs, website promotions and the use of street teams in 25 markets, providing movie premiums to gain maximum visibility. Car wraps were also created and the cars traveled throughout the target market at key events. Additionally, the UMCA team also consulted on the mixed CD concept for the soundtrack premium.

"We are ecstatic by the awesome campaign UMCA provided for *Barbershop*. They really hit the core audience with their smart programs and hard work," said producer Bob Tietel, State Street Pictures.

President of MGM Marketing Chris McGurk said he also thought they did a great job and looked forward to working with UMCA again.

Founded by President Carl Washington and Senior Vice President Damon Haley in September 1999, the Los Angeles-based company is one of the fastest growing marketing firms in the United States. Known for their innovative "Alchemy of Cool" brand, UMCA launched a film division (Urban Movie Corporation of America) in 2001 year and has already partnered with a number of major motion picture studios, most recently marketing blockbuster films such as *Ali*, *Blade II* and *Swordfish*. Urban Marketing Corporation of America provides comprehensive and niche marketing campaigns to a wide variety of Fortune 500 companies, including HBO, Reebok International Ltd., Nike, Honda, Sega of America, Hansen's Natural Beverages, Sony Electronics, Coors, Sean John Clothing Co., Essence Magazine, New Line Cinema, Paramount Pictures, Sony Pictures, Universal Pictures and Warner Brothers Pictures.

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