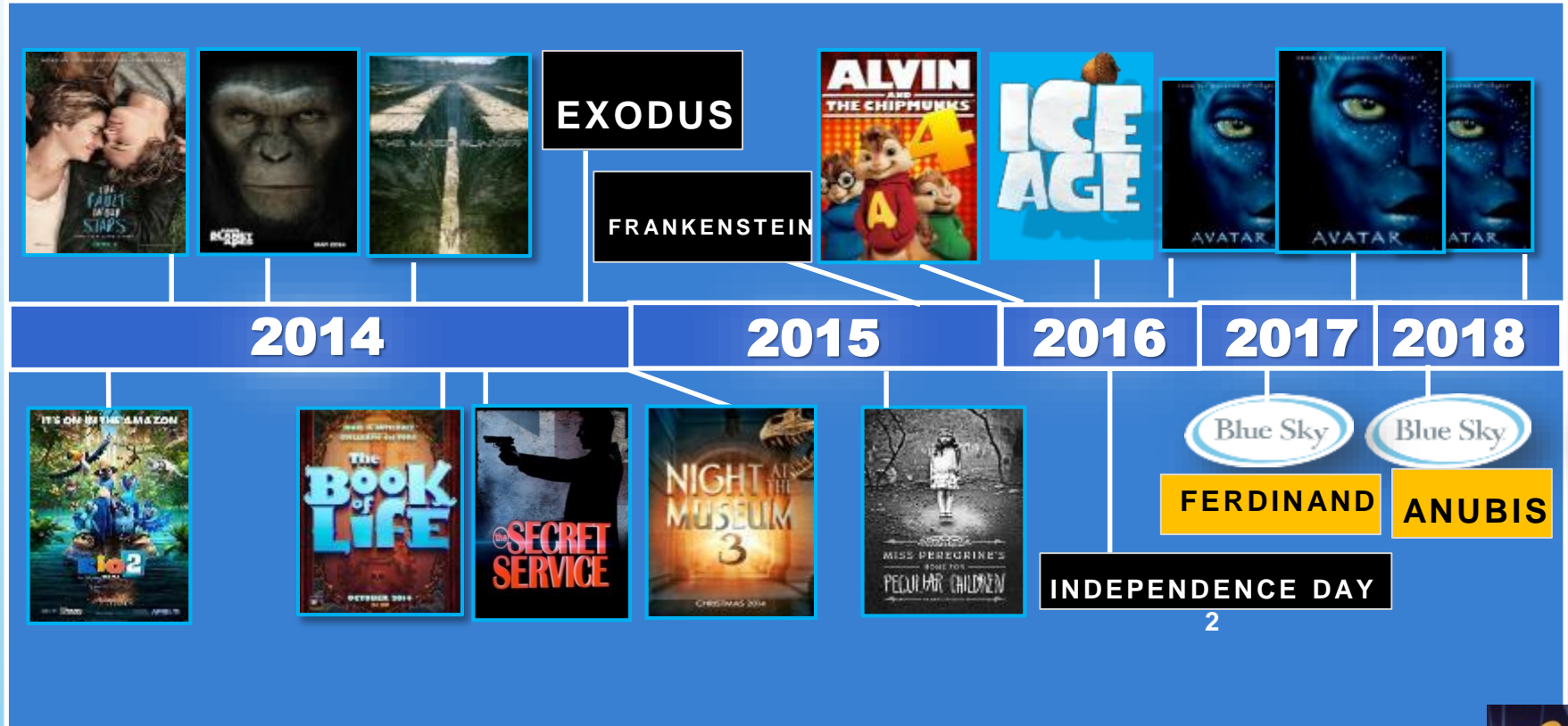




FILM RELEASE SCHEDULE: 2014-2018



ICE AGE



THEY'RE BACK! GET READY FOR 'ICE AGE 5'

Our sub-zero
heroes will be back
in theatres July
2016

THE
Hollywood
REPORTER

MOVIES TV MUSIC TECH BUSINESS

'Ice Age 5' to Hit Theaters Summer 2016

2:13 PM PST 12/20/2013 by Pamela McClintock

f 165 t 101 + 0 in 1 d 0

Email Print

Comments (8)



"Ice Age: Continental Drift"

\$5 BILLION FRANCHISE OF MAMMOTH PROPORTIONS!

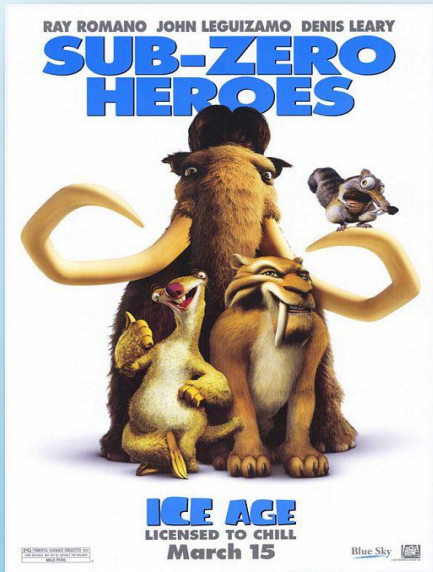
- \$2.9B Global Box Office Across 4 Films
- \$1.3B+ In Retail Sales
- 110M DVD/Blu-ray Units Sold Worldwide
- 4M Video Games Sold
- 120M Ice Age Village Downloads



CONTINUED GROWTH AT THE INTERNATIONAL BOX OFFICE



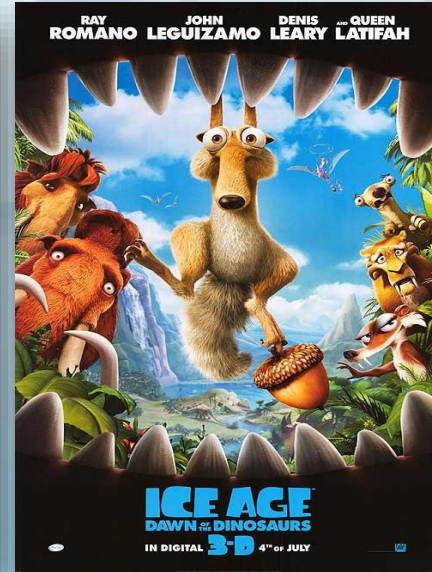
ICE AGE BOX OFFICE PERFORMANCE IN RUSSIA



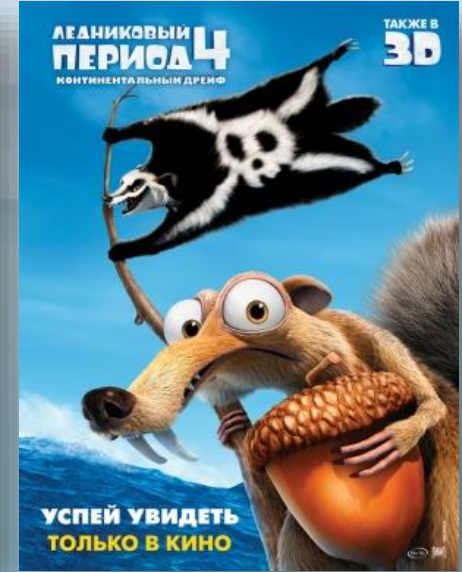
\$1.6m



\$19.2m



\$44.7m



\$50.2m

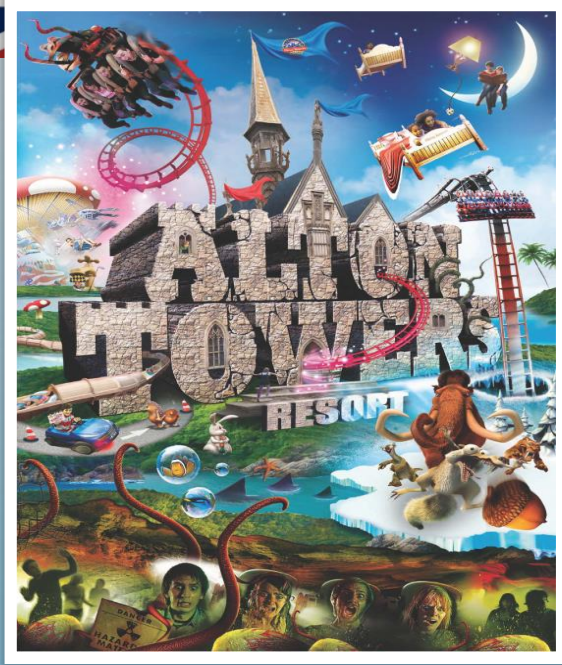
ALL YEAR ROUND BRAND: INTEGRATED FRANCHISE REACH



**ICE
AGE**



THEME PARK ATTRACTIONS



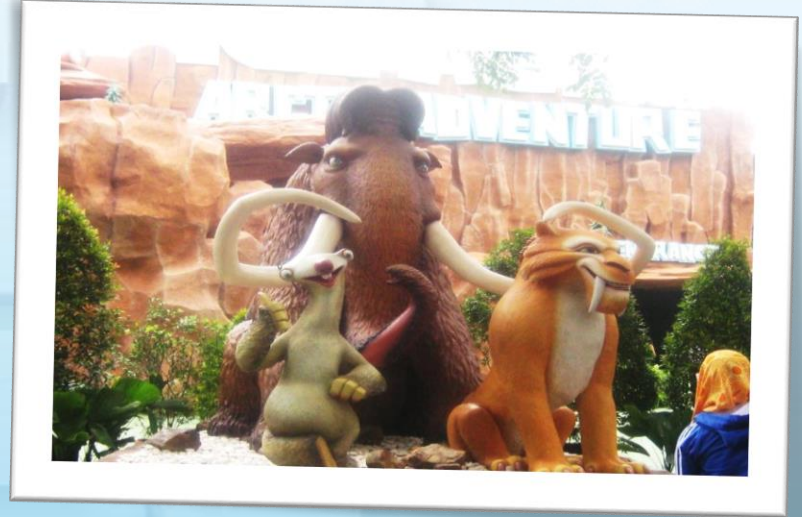
NEW ATTRACTION SID'S ARCTIC ADVENTURE FLUME RIDE

Ancol Bay Resort
Jakarta, Indonesia

Opening April 2014

Attraction Details:

- 6.5 minute flume ride that travels through the different environments of Ice Age
- Themed Queue Line
- Includes media, animatronics, lighting effects, temperature controlled rooms
- Front entrance location with prominent branding



MOBILE APP



New Mobile Game
'Ice Age Adventures'
Launches July 2015



GLOBAL PARTNERS

MONNALISA®



**ORIGINAL
MARINES**

Chi vive original, veste original!



H&M



BURGER KING GLOBAL KIDS MEAL PROGRAMME

- Timing :February/March 2014
- U.S., Canada, LATAM, EMEA, Australia & New Zealand
- 6 themed collectible premiums
- POS
- BKCrown.com
- TVC



ICE AGE SCRATTE COLLECTION FOR KIDS & INFANTS LAUNCHING A/W 2014/15



MONNALISA®

PUBLISHING

2.1MM+ Books In Print

\$1.3B+ In Retail Sales

4 Global Publishers & 14 Additional Regional Publishers



MALL ATTRACTIONS

CAMP ICE AGE IN AFI MALL, MOSCOW



**ПАРК
ЛЕДНИКОВЫЙ
ПЕРИОД™**



ICE AGE FRANCHISE – THE GUIDE

CONTENTS

- ICE BOUND.....04
- FROST BITE.....46
- ICE CREW.....04
- ICE CRYSTAL.....04
- WHITE CHRIS.....04

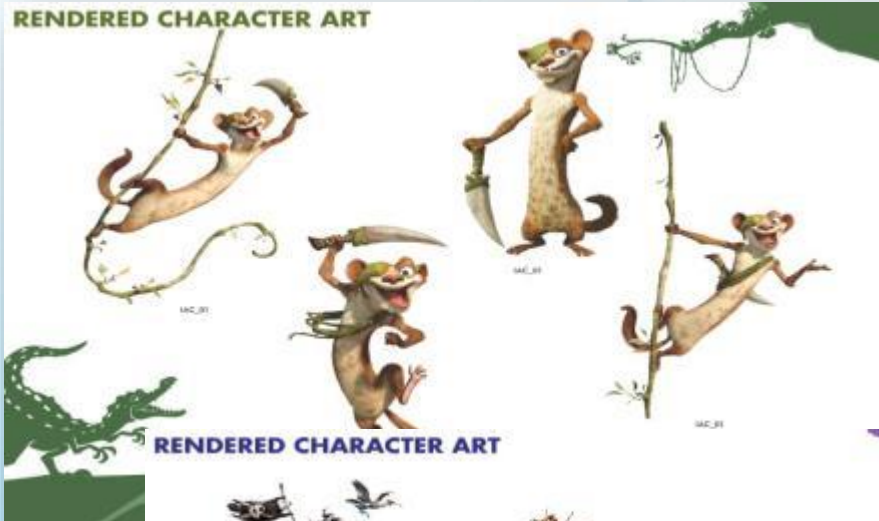
RENDERED CHARACTER ART

RENDERED CHARACTER ART

13

22

ICE AGE FRANCHISE – THE GUIDE



PART 2: FROST BITE

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PART 3: ICE CREW

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ICE AGE FRANCHISE – THE GUIDE

PART 4: ICE CRYSTAL

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GRAPHICS



RENDERED CHARACTER ART



RENDERED CHARACTER ART



NEW FRANCHISE PACKAGING



**SIGNAGE
& ELEMENTS
COMPOSED**



**HEADER
EXAMPLE**



CG elements



**TITLE
TREATMENT**

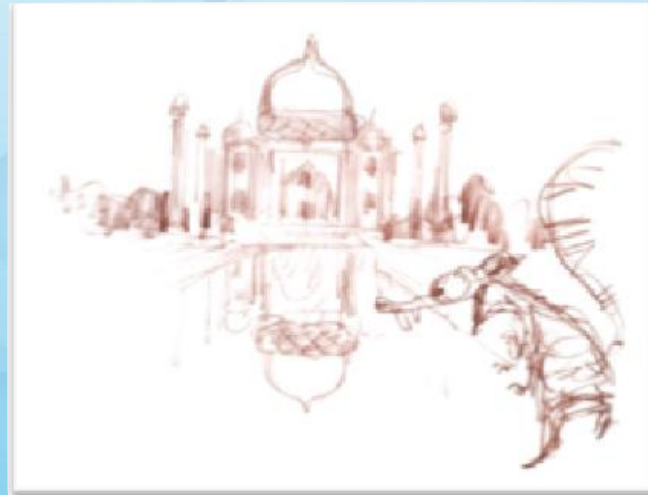


PRODUCT EXAMPLES

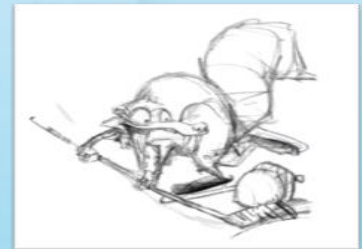
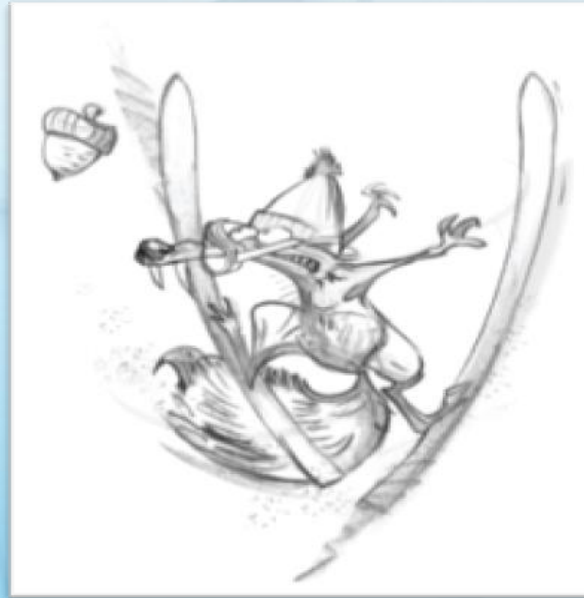
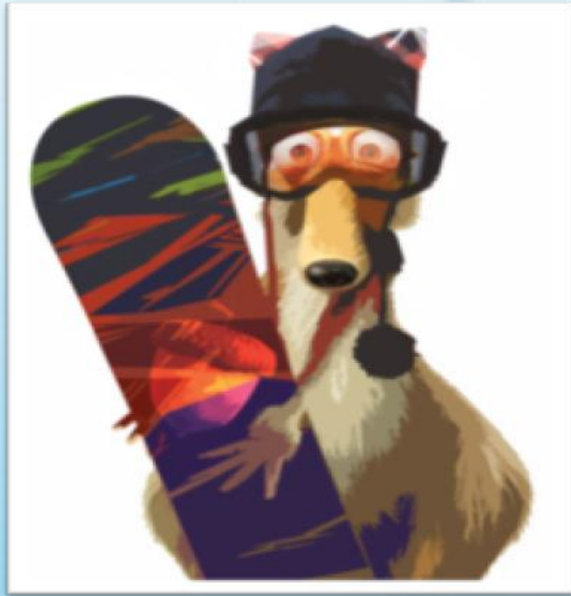
SCRAT



SCRAT AROUND THE WORLD



DAREDEVIL SCRAT!



NEW CREATIVE DIRECTIONS





NEW CREATIVE DIRECTIONS



NEW CREATIVE DIRECTIONS





ICE AGE LIVE!

A MAMMOTH ADVENTURE



INTRODUCTION

- Experience your favorite Ice Age characters brought to life in this unique and original live family arena spectacular!
- Combining characters, acrobatics, aerial arts, film, dance and ice skating scheduled to visit more than 30 countries!



**ICE
AGE
LIVE!**

ICE AGE LIVE! THE SHOW

Stage entertainment touring productions and twentieth century fox consumer products have launched *ice age live! A mammoth adventure*.

Ice age live! A mammoth adventure is a completely unique and original live entertainment spectacular! The first show of its kind to combine incredible sets, exceptional ice skating, dance, acrobatics, aerial arts and characters while incorporating elements from film.

This exceptional family arena show featuring your favourite ice age characters includes all of the classic ice age elements and emotions you've come to love, such as adventure, teamwork, friendship and humour!

This amazing show is perfectly integrated with fun, recognizable music, fantastic lighting, special effects and a spectacular set that guarantees visitors will be repeatedly surprised, amazed and amused!



ICE
AGE
LIVE!

ICE AGE LIVE! THE SHOW

Ice age live! A mammoth adventure transports audiences on an awe-inspiring journey with an all new story that includes fun filled, beloved moments from the first three ice age films.

This unique ice age live! Show brings your favorite characters to life as never before through innovative and unique ways! You'll also meet new characters on this one of a kind ice age live! Adventure!

This arena spectacular takes our guests on the ultimate ice age adventure filled with fun, laughter, on the edge of your seat dramatic moments and of course the humour you have come to love!

A must see for the entire family herd!



ICE
AGE
LIVE!

SHOW CHARACTERS

- The incredible talents of Michael Curry and his design team bring to our beloved Ice Age characters in unique and inspiring ways!
- These new movie based characters are not “puppets” but real life characters designed to look like authentic animals!
- Mammoth sizes and scope designed to overwhelm the audience!
- Real , articulated face expressions and synchronised lips that actually speak and sing to the audience help to bring them to life!



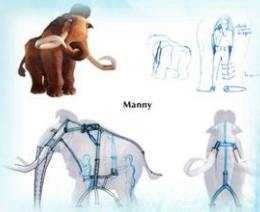
ICE
AGE
LIVE!

CHARACTER DESIGNS

Manny, Ellie and baby Peaches

Sizes:

- Height 3,60m
- Width 2,50m
- Length 4,20 m



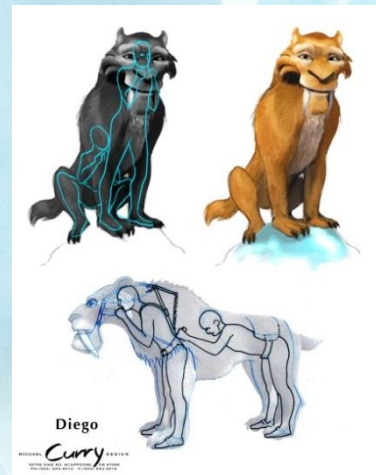
ICE AGE LIVE!

CHARACTER DESIGNS

Scrat



Diego



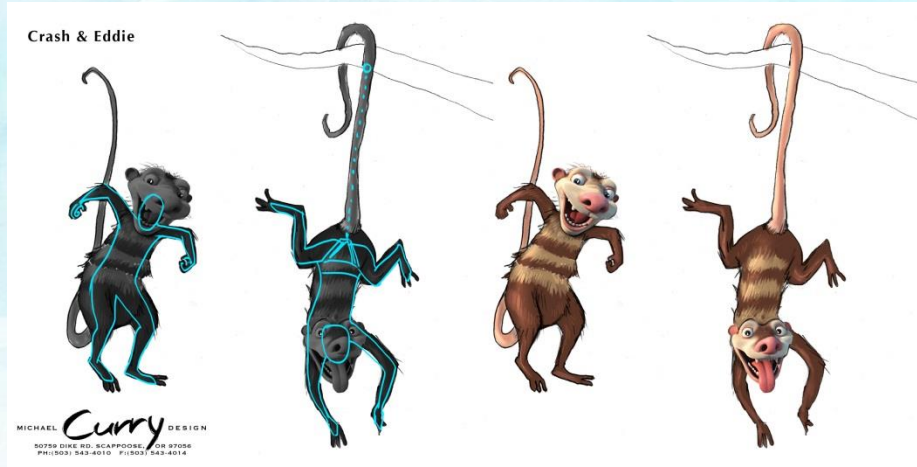
ICE AGE LIVE!

CHARACTER DESIGNS

Sid



Crash and Eddie



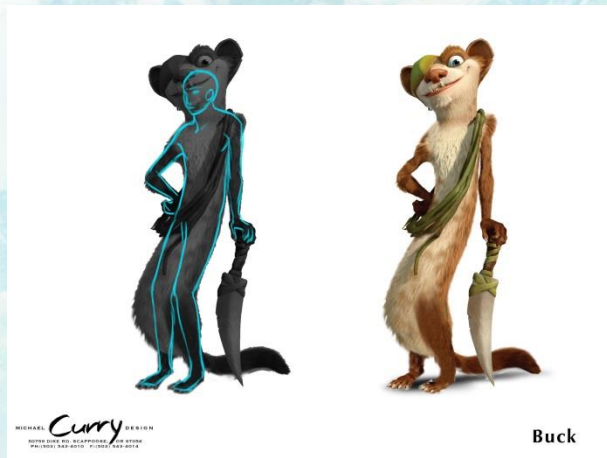
ICE
AGE
LIVE!

CHARACTER DESIGNS

Scratte



Buck



Buck



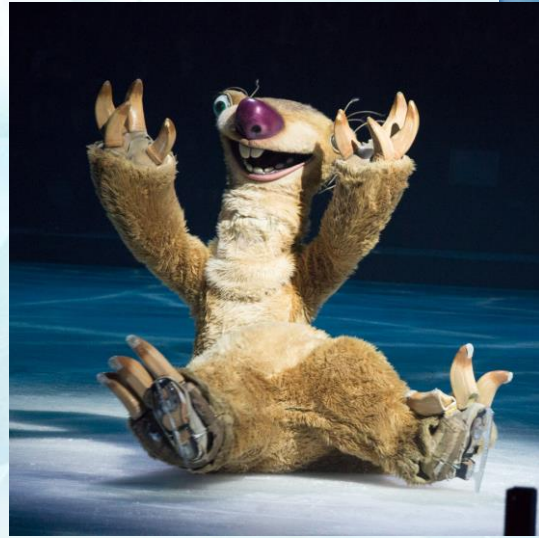
UNIQUE FACTS & STATISTICS

- Over 40 of the best International artists
- Visiting over 30 countries on 5 continents
- Expecting over 4,5 million visitors
- Show length 2 x 50 minutes
- Show adapted to local language
- **Moscow 22nd December 2014 – 11th January 2015 at “Olimpiyskiy”**



ICE
AGE
LIVE!

SCENES FROM THE SHOW:



ICE AGE LIVE!

ICE AGE

