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Fandango To Support Starlight Children's Foundation™ Through "The Karate Kid" Ticket Purchases

Los Angeles, CA (June 11, 2010) Fandango, the nation's leading moviegoer destination, today announced a partnership with Starlight Children's Foundation centered on the release of Sony Pictures highly anticipated "The Karate Kid," starring Jaden Smith and Jackie Chan. The film will be released in theaters nationwide on June 11, 2010.

During a two-week period that starts June 7 and runs through June 20, Fandango has committed to donate \$1 to Starlight for every ticket to "The Karate Kid" sold on Fandango, up to \$25,000. See below for geographic limitations.*

Moviegoers purchasing their tickets through Fandango will help to brighten the lives of Starlight's children and their families:

- \$1 enables a child with cancer to play video games for almost an entire day on a Starlight [Fun Center](#)™ while going through chemotherapy.
- \$1 enables a teen who is too sick to leave home to spend one day finding supportive friends on Starlight's [Starbright World](#)™ social network.
- \$1 also helps a family get a day away from hospital treatments to have fun at a Starlight [Great Escapes](#)™ event.

For more than 25 years, international charity Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

"Fandango and Sony understand the magic of entertainment and its importance in restoring some of the laughter and happiness that illness takes away," says Starlight CEO Paula Van Ness. "We are so honored to be the beneficiary of this campaign and excited for Fandango to involve a film as classic and heartwarming as 'The Karate Kid.' When a family buys tickets to see the film, they'll be helping to pass along the gift of entertainment to Starlight's 3 million family members in North America. A dollar really does go a long way here at Starlight."

Fandango, Starlight and Sony Pictures will leverage their own social networks, websites, games, apps, and other widgets to drive traffic to Fandango and educate moviegoers about the charitable campaign.

Fandango Chief Marketing Officer Ted Hong says, "Buying tickets to 'The Karate Kid' on Fandango will enable moviegoers to see a great summer film while also supporting Starlight's efforts to help children and their families. We are proud to be part of this initiative."

*** Only available in the U.S., but not eligible for purchases made in AL, HI, IL, MA, ME, OK or SC. This purchase is not tax deductible.**

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, 1-800-FANDANGO and via your wireless mobile device at mobile.fandango.com. Fandango is a unit of Comcast Interactive Media.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 130 countries. Sony Pictures Entertainment can be found on the World Wide Web at www.sonypictures.com.

THE KARATE KID

In Columbia Pictures' The Karate Kid, 12-year-old Dre Parker (Jaden Smith) could've been the most popular kid in Detroit, but his mother's (Taraji P. Henson) latest career move has landed him in China. Dre immediately falls for his classmate Mei Ying - and the feeling is mutual - but cultural differences make such a friendship impossible. Even worse, Dre's feelings make an enemy of the class bully, Cheng. In the land of kung fu, Dre knows only a little karate, and Cheng puts "the karate kid" on the floor with ease. With no friends in a strange land, Dre has nowhere to turn but maintenance man Mr. Han (Jackie Chan), who is secretly a master of kung fu. As Han teaches Dre that kung fu is not about punches and parries, but maturity and calm, Dre realizes that facing down the bullies will be the fight of his life.

About Starlight Children's Foundation™

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

Starlight is a not-for-profit corporation located at 5757 Wilshire Blvd, M-100, Los Angeles, CA 90036, #95-3802159. Obtain official financial and additional information of Starlight by sending a written request to or calling Starlight or from: NY Attorney General at The Capitol, Albany, NY 12224; PA Dept. of State, (717) 783-1720; State Office of Consumer Affairs, Dept. of Agriculture and Consumer Services, PO Box 1163, Richmond, VA 23209, (804) 786-1343; WA Secretary of State, (360) 753-7121; or WV Secretary of State, State Capitol, Charleston, WV 25305. Registration of Starlight does not imply endorsement by any state.

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