

Benji

Off the leash!

BENJI FACTS

- Benji has starred in four motion pictures, three of which are within the coveted top 10% of motion picture grosses for the year of release. 71,000,000 people, more than half of them adults, have watched Benji in movie theaters. Benji television specials have twice topped the night in ratings, one receiving a phenomenal 39% share. Over one billion people worldwide have watched Benji on television.
- Benji properties (motion pictures, television, publishing, product licensing) have cumulatively grossed (at retail) over \$230,000,000 (unadjusted dollars).
- The original *Benji* was listed by *Variety* as the #3 box office gross for the year, behind *Jaws* and *The Towering Inferno*.
- All movies starring Benji as himself (excluding *Oh Heavenly Dog*, in which he and Chevy Chase played the same character) have scored in the top 10% of all movies for the year of release.
- Two of Benji's television specials have been nominated for Emmys.
- The title theme of the film *Benji* was nominated for an Oscar, and won the Golden Globe Award.
- Benji has twice been awarded AGVA's Animal Entertainer of the Year award.
- Benji has been a frequent visitor to various top ten popularity lists, including *Performer Q*. A *Young Miss* magazine poll ranked Benji #5 among all males.
- Benji has partnered with Pets911.com, the nation's largest shelter adoption service, to promote the adoption of pets who desperately need homes.
- Benji was the second animal ever to be inducted into the Animal Actors Hall of Fame.
- *USA Today* ranked *Benji the Hunted* third best among all of the summer's hot movie releases.

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ADD ONE / BENJI FACT SHEET

- *Benji & Me*, a book detailing Benji's phenomenal rise to international stardom, was published in 2000 (revised and updated from the original printing entitled *Underdog*).
- Video sales of Benji productions have surpassed 2,000,000. *Benji* and *Benji's Very Own Christmas Story* have been certified platinum; *For the Love of Benji* and *Benji at Marineland* are certified gold.
- Benji is the subject of the extensive Web sites *benjimovies.com*, and *benji.info* which feature, for the first time ever, all of his movies and videos together in the same place; and provide fun and education for kids, and a forum where parents and teachers can discover strategies to help kids maximize their chance for success in school and life.
- The American Humane Association has reported that because the original Benji was rescued from an animal shelter, more than 1,000,000 dogs have been adopted across the country.
- Since the last quarter of 2001, the search for the "new" Benji and the ultimate introduction of the new Benji has generated more than 120,000,000 media exposures on television, radio, and in newspapers for the adoption efforts of animal shelters and rescue groups everywhere.
- In January of 2002, the American Humane Society signed Benji to be the emotional face of their outreach programs for child education and pet adoption.
- In May of 2002, the new Benji's trip to Washington, D.C., to lobby congressional leaders on animal issues was covered on CNN for two days.
- *Benji*, *For the Love of Benji*, and *Benji the Hunted* combined to gross nearly \$80 million. The original *Benji* earned \$39.5 million, an impressive haul in mid-1970s terms.

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