

# Benji

## Off the leash!

### LITTLE STRAY DOG TAKES ON GREEN MONSTERS, WITCHES, AND SUPER-HEROES

*~New Benji Movie Enters Summer Family Entertainment Release Contention Promising  
a Real David and Goliath Fight~*

(**Jackson, Miss.** – March 25, 2004) -- During a summer touted to be one with more movies released than ever before in history, a David and Goliath story looms; literally a story of an underdog who is going up against sequels from some of the highest grossing movies ever. Benji, said to be the most expressive face in dogdom, will be chasing *Shrek 2*, *Harry Potter 3*, and *Spiderman 2*.

And, whereas each of those big sequels will be released by huge Hollywood studios, *Benji Off the Leash* will be distributed by Benji-creator Joe Camp's tiny Mulberry Square Releasing, the same company who distributed the original Benji movies and catapulted the floppy-eared mutt into international stardom.

"It will be a tough summer," says Camp. "Not only more family movies than ever before, but more *good* family movies than ever before. We have every reason to believe that each of these sequels will be as good as their predecessors."

So why would a little stray dog adopted from a shelter in south Mississippi want to fight such looming battles? "Because parents have been pleading for a new Benji movie," says Camp, "and early test audiences have told us this is far and away the best Benji movie ever!" "Not only the best ever," adds Camp. "They tell us it's the most important."

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## ADD ONE / LITTLE STRAY DOG

So how can such a movie compete? “All we need is a good first week,” says Camp. “And word of mouth will take care of the rest.”

The national release will not take place on one single day, like the big studio releases. Benji will be rolled out on a regional platformed release, allowing Camp and Benji to actually travel into all of the major markets of the country during the days preceding the opening of the picture.

“This is a clear advantage that we have,” says Camp. “There are no *real* green monsters, witches, or wall-climbing super-heroes. But we have a real dog, actually adopted as a stray, with big brown eyes that can melt hearts faster than butter in the oven. Benji will be in those markets, on the streets, meeting the families, licking the faces. I don’t think Shrek can do that.”

There are no special effects or animated animals in Benji Returns. *Benji Off the Leash* is the ‘could’ve been, might’ve been’ story of what happened to Benji when she was on the streets, lost and alone, prior to being discovered as the new Benji.

### **About Benji Movies**

Benji movies have become classics around the world with kids and parents alike. More than 71,000,000 people, more than half of them adults, have watched Benji movies in theaters. All Benji movies have been within the top 10% of box office grosses for their year of release, and more than one billion people have watched Benji movies and programs on television. Two of Benji’s primetime specials have been nominated for Emmys.

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