

## **EARLY TEST MARKET WINS POINTS AND PLANS FOR BENJI**

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*~Audience Response Prompts Joe Camp's Brand-new Benji Movie to Launch a Series of Special Sneak Previews Before Nationwide August Release~*

**Phoenix, AZ** – April 23, 2004 -- Response numbers from exit polls taken during the test marketing of the new film *Benji Returns – Off the Leash* has prompted Mulberry Square Releasing to plan a series sneak previews across the country prior to the national opening of the movie in late August. Audiences polled leaving theaters in Jackson, Mississippi, gave the film a rare 97% approval rating, saying they would definitely recommend it to family and friends.\*

“That 97% figure was across *all* age brackets,” said Joe Camp, Benji’s creator, and writer and director of the new film. “This is especially exciting to me because the movie is designed in distinct layers, with comedy and funny dogs for the kids, and good story and a serious Benji for adults. You spend years trying to put together something special for audiences,” Camp added, “but you never really know until they see it. It’s an incredible feeling to know that you’ve connected in such a positive and memorable way.”

The test market also revealed a strong positive response from men and older boys, market segments that never scored especially strong with past Benji movies. “But now we’re changing our marketing to speak to them,” added Margaret Loesch, the film’s producer.

The positive response to the movie has prompted Mulberry Square Releasing, the film’s distributor, to schedule special sneak previews in major markets across the country, and each sneak preview will be held as a benefit for local animal adoption agencies. The star of the new film was adopted from a Mississippi animal shelter, and one of Camp’s missions is to help shelters all across the country measurably raise adoption levels.

Benefit Sneak Previews of *Benji Returns – Off the Leash* will be held in Dallas, Phoenix, Chicago, Atlanta and Orlando, with Benji and Camp in attendance. Dates and times of each can be found on the film's website [www.BenjiOffTheLeash.com](http://www.BenjiOffTheLeash.com).

For more information about Benji and the movie, please contact Ann Noder, Orca Communications Unlimited at (480) 239-3721, [Ann@OrcaCommunications.com](mailto:Ann@OrcaCommunications.com) or visit the Benji website at [www.BenjiOffTheLeash.com](http://www.BenjiOffTheLeash.com).

\* Exit Polling by Godwin Group; Jackson. MS

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