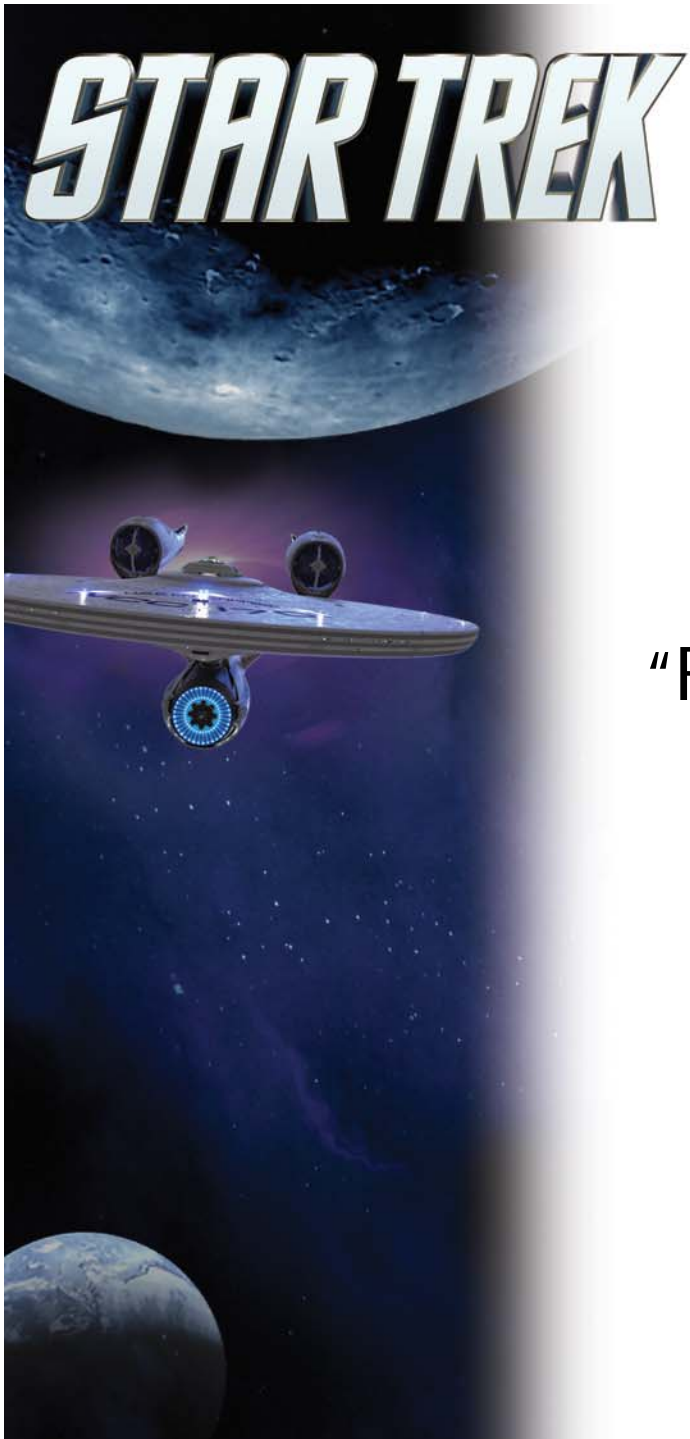




The Voyage Continues





#1 Movie of 2009

**Nearly \$300 Million
Worldwide!**

Biggest Star Trek Movie EVER

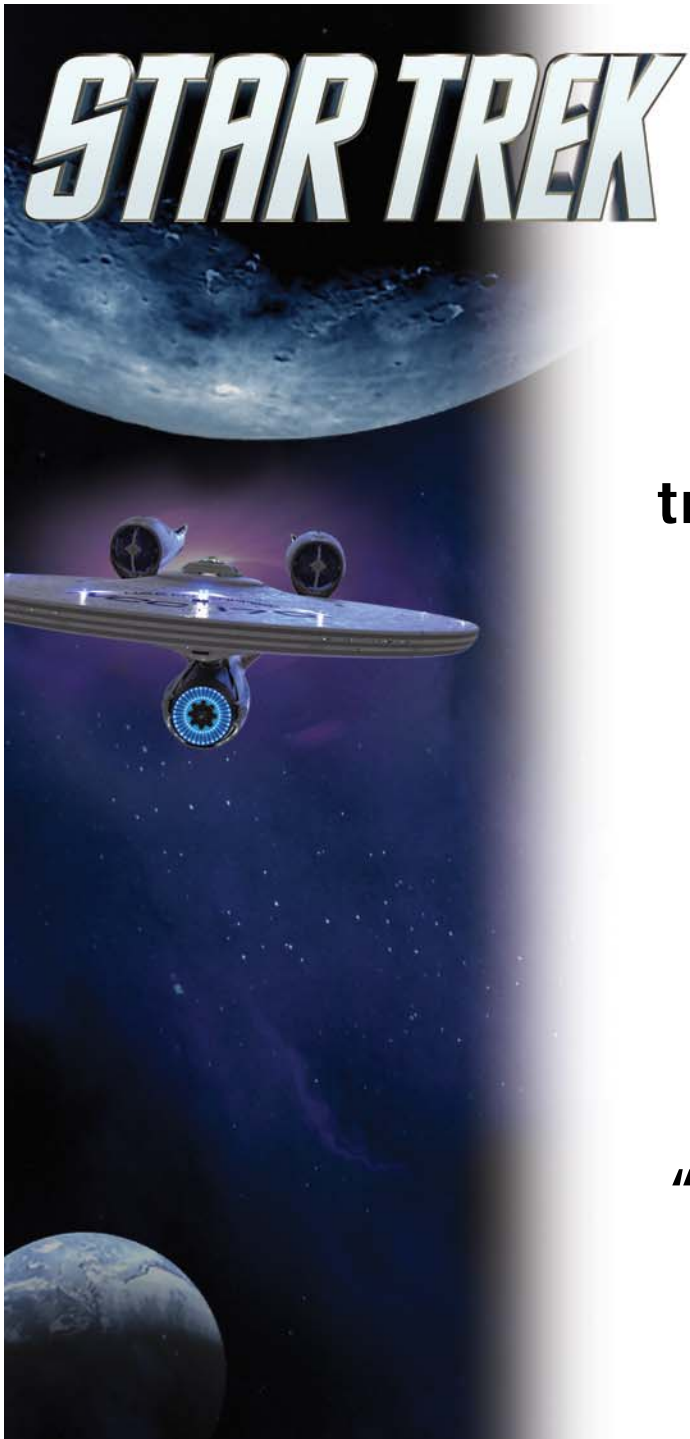
"Families beam up 'Trek' box office"
Variety

"32% of moviegoers had
never seen a Star Trek Movie"
MovieTickets.com

Twitter's Top Trend
May 7 - 17

IMAX's Biggest Premiere





Top-Rated

"Star Trek reignites a classic franchise with action, humor, a strong story, and brilliant visuals, and will please traditional Trekkies and new fans alike."

Rotten Tomatoes Consensus

"Exhilarating"

Rolling Stone

"A bright, shiny blast from a newly imagined past."

The New York Times

"Star Trek delivers"

USA Today

"Star Trek takes the universe by storm"

LA Times

"It will leave fans beaming"

TIME Magazine



STAR TREK

Entertainment Icon



#1 Cult Series of All-Time



Top All-Time TV Show



#14 TV Theme Song of All-Time



3 of Top 25 All-Time TV Characters
Capt. Kirk, Mr. Spock, Capt. Picard



2 of Top 100 All-Time TV Episodes



3 of Top 100 All-Time TV Quotes
"Space, the final frontier"
"Live long and prosper"
"Resistance is futile"





Multi-Generational Consumers

Legacy Fans

Ages 25-54

Millennial Fans

Ages 13-24

Young Fans

Ages 8-12





Legacy Fans

Adults Introduced
via TV Series

90% Awareness¹

56% Male / 44% Female²

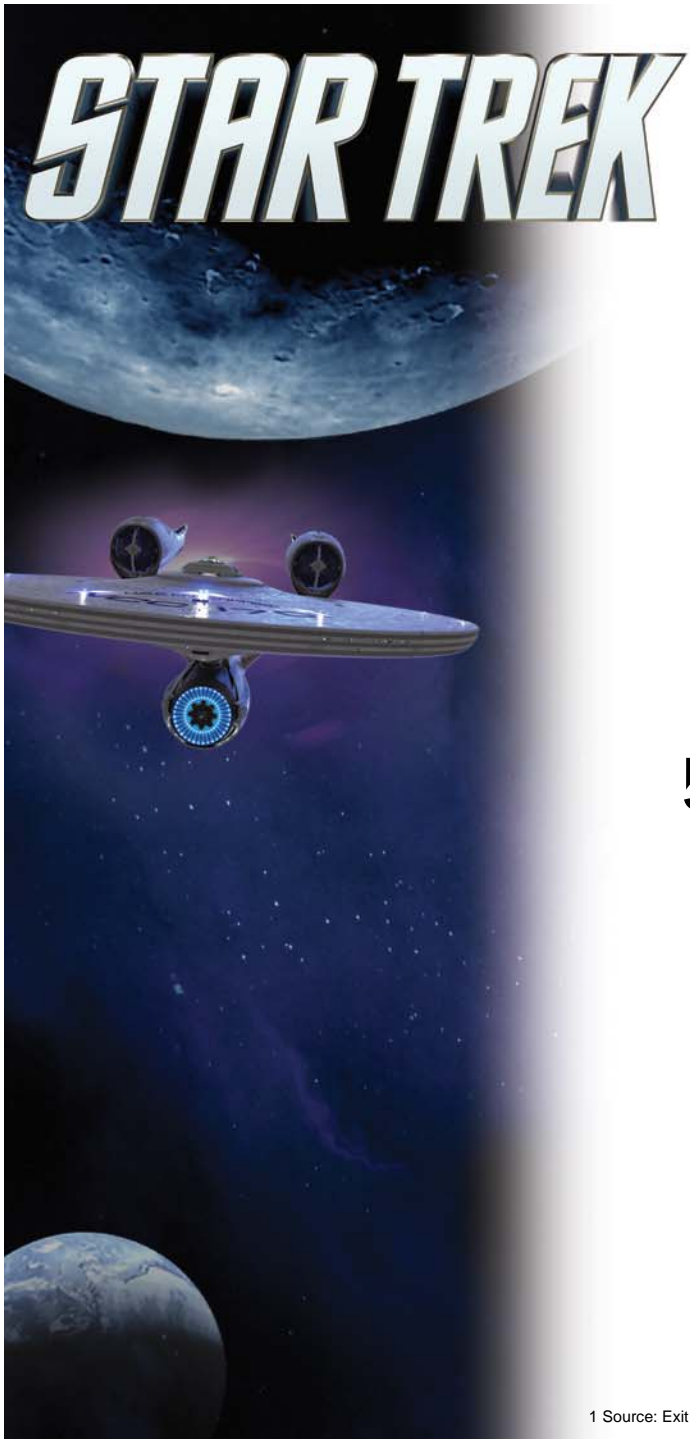
73 Million Currently Watch on TV²

Collectors & Pop Culture Enthusiasts

3 Million Active Consumers³

Shops Specialty &
Comic/Hobby Retail





Millennial Fans

Teens & Young Adults
Introduced via New Movie

Nearly 20% of Movie Audience¹

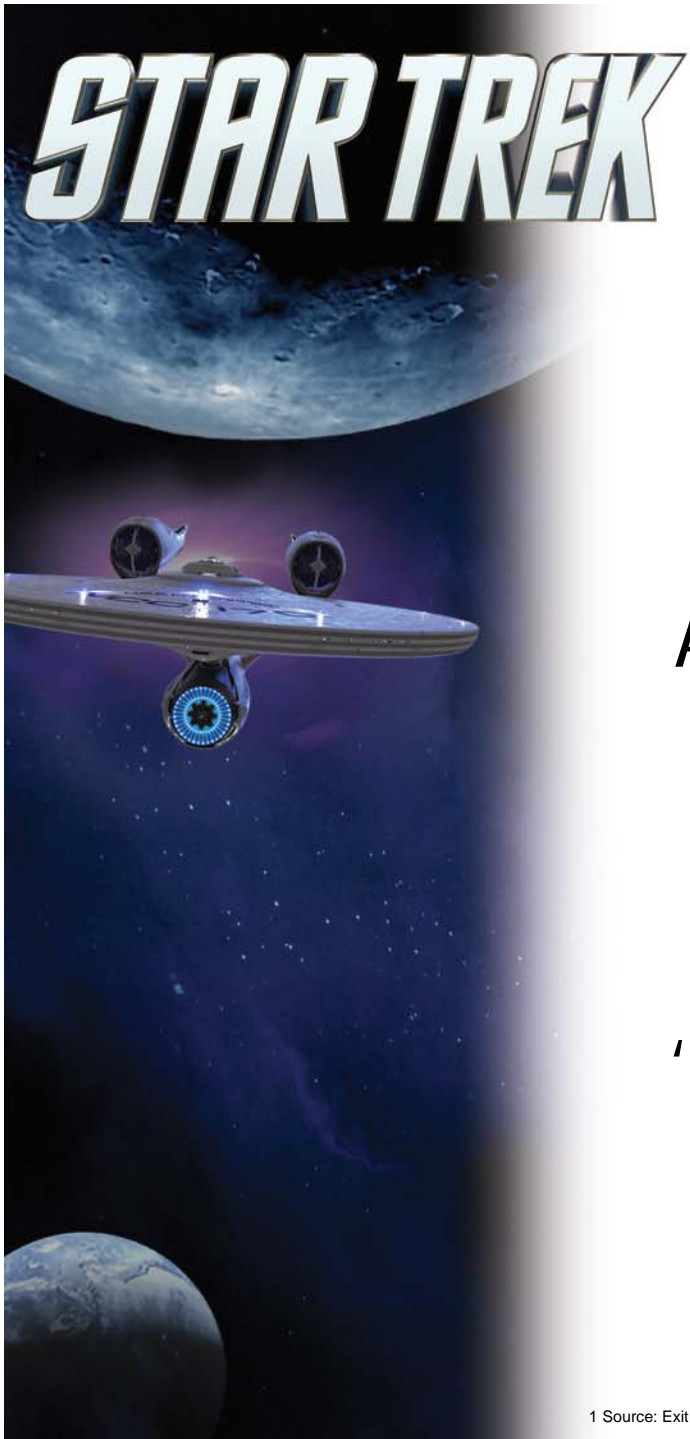
Rated 'Excellent' by
58% of Males & 53% of Females¹

6 Million Currently Watch on TV²

Driven by Trend-Right Products

Shops Mass &
Fashion Specialty





Young Fans

Kids & Tweens
Introduced via New Movie

Engaged by the
Action/Adventure SciFi Experience

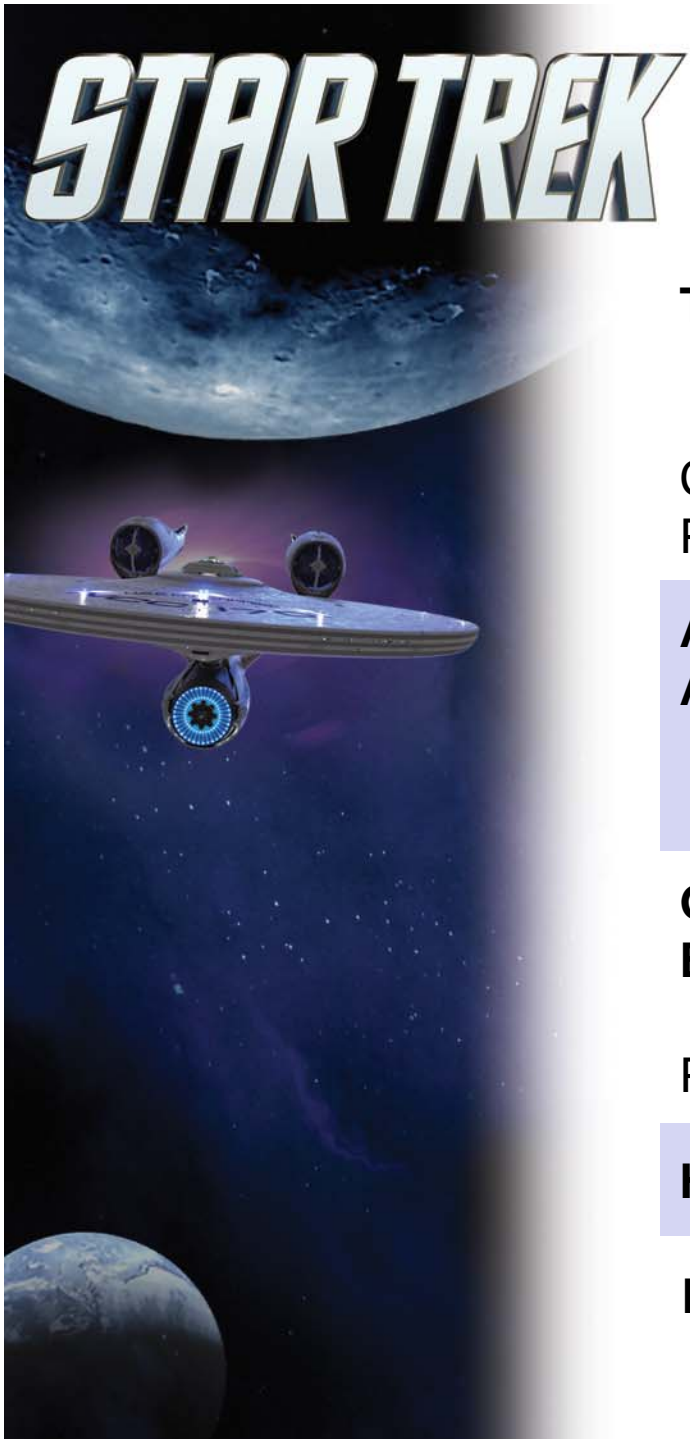
15% of Movie Audience¹

Rated 'Excellent' by 67% of Kids¹

'Recommended' by 75% of Moms¹

2.5 Million
Currently Watch on TV²





New Products

Toys & Games

Cryptic/Atari
Paramount

Playmates
Mattel
Fundex
Rittenhouse
Diamond

USAopoly
Round 2
Rubies
Vt Teddy Bear
Skins Factory

Apparel & Accessories

Fortune Fashions
Junk Food
Trevco
Armitron

AME
ES Originals
Briefly Stated

Gifts & Electronics

Pez

Cufflinks.com
Funko
GenkiWear
Hallmark

Basic Fun
Trends
Vandor
Dreamlink

Home Décor

Northwest

Roommates

Publishing

Pocket Books
GIT

IDW
TokyoPop



The Sequel

Tentatively Scheduled
for Summer 2011

Features Return of New Cast
& Iconic Characters
*Kirk, Spock, Uhura, Chekov,
Scotty, Bones, & Sulu*

Written by Alex Kurtzman
& Roberto Orci
(Star Trek XI, Transformers)





The Voyage Continues

