

Entertainment Tonight and Flip Video: "STARS Flip OUT FOR ET!"

- Stars including Tom Cruise and the cast of *High School Musical 3*, as well as personalities from CBS television shows received Flip Mino camcorders
- On-air
 - Flip Video cameras were used in an interview with Hugh Jackman and to film behind-the-scenes footage of the Victoria's Secret Fashion Show
 - Flip Video is featured in red carpet coverage, exclusive interviews and other high profile events
 - Hosts drove viewers to ET site, which linked to the "Stars Flip Out For ET" microsite
- Online
 - Stars shot exclusive footage with their Flip Minos
 - clips featured on customized microsite
 - Flip Video promotes segments and HSM3 personalized cameras on their web site




For more information, contact:
Adam Lowy 212.708.8273
Adam.Lowy@cbs.com

