

**AWARD-WINNING COMMERCIAL DIRECTOR BRYAN BUCKLEY
IS CLEAR FAVORITE IN SUNDAY'S SUPER BOWL AD DERBY**

FOR IMMEDIATE RELEASE - Want to know who's going to win Sunday's Super Bowl?

Okay, we can't tell you that, but we can predict some highlights you won't want to miss. Look for them in the commercial breaks after the coin-toss, after the opening kickoff and late in the second quarter.

Sure, Super Bowl ads were once just a chance to hit the bathroom, grab another beer and refill the popcorn bowl. But as they have in recent years, Sunday's spots promise to be at least as memorable as the on-field action. And once again, the director responsible for more Super Bowl ads than anyone else will be Bryan Buckley.

Buckley, the man who brought you such great Super Bowl moments as the E*Trade Bank monkey, Budweiser's Louie the Lizard and Monster.com's critically hailed "When I Grow Up" spot, directed five of this year's ads.

Financial giants Visa, E*Trade and Charles Schwab all bet their money on Buckley's storytelling talents. And with ad time during Super Bowl XXXVI running at roughly \$4 million a minute, that's no small investment.

Of course, advertisers have good reason to put their faith in Buckley: For the past three years, his Super Bowl spots

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have been ranked No. 1 by both *The New York Times* and *Advertising Age*.

But Buckley, who last year took home the coveted Directors Guild of America Award for Best Commercial Director and is a nominee again this year, isn't limited to telling stories in under a minute. Later this year, he'll direct the romantic comedy feature *Finger Rocks*, based on his own script.

Want to know what to expect in Sunday's ads? Sorry, we can't tell you that, either. (Hey, advertisers don't shell out that kind of money to have us spoil the fun.) You'll just have to watch for yourself.

So when nature calls, you might want to put her on hold until the halftime show.

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