

**For Immediate Release**



**36 Million Men Nominate 'The Dark Night' as Blockbuster of the Summer – CraveOnline Releases 2008 Most Anticipated Summer Movies Poll Results**

LOS ANGELES, CA – May 22, 2008 -- CraveOnline.com ([www.CraveOnline.com](http://www.CraveOnline.com)) a leading lifestyle destination for men featuring video, movies, TV, music, sports, games, cars, humor and more, announced today the results of their national "2008 Most Anticipated Summer Movies."

Polling across Crave's family of owned and operated entertainment sites such as ComingSoon.net ([www.ComingSoon.net](http://www.ComingSoon.net)) and SuperHeroHype.com ([www.SuperHeroHype.com](http://www.SuperHeroHype.com)), with over 36 million unique visitors a month, young men ages 18 – 34 voted on the most anticipated film of the summer.

With an overwhelming response to the question: "Which summer film of 2008 are you most anticipating?," the Top 3 winners were:

1. The Dark Knight 79.7% - 16715
2. The Incredible Hulk 10.1% - 2112
3. Hellboy II: The Golden Army 2.3% - 484

Responding to the other query: "What's the most you would pay to see a summer movie?," The Top 3 results were:

1. \$10 – 65.1%
2. \$12 – 18.0%
3. \$18 – 8.6%

"'The Dark Knight' is by far our visitors' most-anticipated film," stated Mirko Parlevliet, COO/Editor-in-Chief of ComingSoon.net/SuperheroHype.com. "While the 'Batman Begins' follow-up would be the exception, as far as how much moviegoers would be willing to pay for a ticket, as a whole it looks like the slow economy is keeping them from committing more than \$10 to see a film in theaters."

## **About CraveOnline.com**

[CraveOnline.com](http://www.CraveOnline.com) ([www.CraveOnline.com](http://www.CraveOnline.com)) is a leading lifestyle destination for young men ages 18-34 and also serves as the demographic/psychographic hub for a family of other male-centric web properties featuring video, movies, TV, music, sports, games, cars, humor and more. As one of the fastest growing destinations on the web with sites like ComingSoon.net, Sherdog.com, ActionTrip.com, Superherohype.com and SpikedHumor.com. CraveOnline attracts over 32 million unique visitors per month, and is larger than leading competitor Heavy Networks and twice the size of Maxim. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. Recent brand advertisers include Axe, 20<sup>th</sup> Century Fox, Rockstar Videogames, the U.S. Army and Air Force. The company is based in Los Angeles with sales offices in New York, Chicago and San Francisco. CraveOnline is part of AtomicOnline ([www.AtomicOnline.com](http://www.AtomicOnline.com)), a diversified online media company.

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