

Pod Digital Launches the Most Scandalous Site on the Internet, RUMORMAKER.COM

ARCHIVAL CONTENT

New promotion from Pod Digital promotes Warner Brothers film starring Jennifer Aniston, RUMOR HAS IT

BOSTON MA (SEND2PRESS NEWSWIRE) – Pod Digital Design, a developer of online branded entertainment, viral marketing and promotional games has created the site Rumormaker.com (www.rumormaker.com) as a unique, entertaining and timely promotion for the release of the Warner Brothers film RUMOR HAS IT.

Rumormaker.com allows visitors to create and customized phony online tabloid scandals that star friends, family or co-workers. Visitors can upload a photograph to give it that additional touch of realism, or use one that's provided, write their own rumor, or get help from the rumor creator. They can then send the link to their friends, who will find themselves the as lead story on a fictitious online tabloid.

**(Photo Caption: Rumormaker.com lets you customize a phony tabloid and send it to a friend.)*

The fake tabloid also features what appears to be a scandal involving Jennifer Aniston and Kevin Costner, but is actually the plotline of the film, with links to the website.

RUMOR HAS IT opens Christmas Day, and stars Jennifer Aniston, Kevin Costner, Shirley MacLaine and Mark Ruffalo.

This is the second viral marketing campaign that Pod Digital has produced for Warner Brothers. In August 2005, Pod produced three promotional sites for the launch of Tim Burton's CORPSE BRIDE. That campaign won top honors in the Entertainment category of the 2005 MITX Awards, the largest Interactive Awards show in the US.

About Pod Digital

Founded in 2003, Pod Digital Design (www.poddesign.com) specializes in online viral marketing, branded entertainment and games and has been working with clients including Digitas, Warner Bothers, Atlantic Records, PeerFlix, Entercom, Maven Networks, Tweeter and the Quayside Publishing Group. Pod Digital founder and Creative Director Steve Curran is a contributing author to the upcoming book "Connected Marketing" available from Elvesier Press.

News issued by: Pod Digital Design

#

Original Story ID: (1101) :: 2005-12-1216-002

Original Keywords: phony tabloid, website, Rumormaker.com, romour maker, rumor, Scandalous Site, Rumor Has It, Warner Brothers film, viral marketing, online branded entertainment, Jennifer Aniston, Kevin Costner, Shirley MacLaine and Mark Ruffalo, movie, friends, fictitious online tabloid, Steve Curran, pod, digital, 2005 MITX Awards Pod Digital Design