

DIVISIONAL UPDATE PRESENTATION

by Richard Bellikoff

(BAND plays drum roll followed by "Tonight Show" theme, continuing under.)

ANNOUNCER (V.O.): LIVE FROM LOS ANGELES, IT'S THE TOM xxxx SHOW,
STARRING -- YOU GUESSED IT -- TOM xxxx. WITH SPECIAL GUESTS, THE
MATTEL ACTIVITY TOYS TEAM. AND NOW . . . HEEEEERE'S TOM!

(MUSIC up as Tom enters. A STAGEHAND holds up an applause sign for the audience. TOM waves at the crowd, bows, acknowledges the applause. As it dies down, he gestures abruptly at the BAND, cutting off the music.)

TOM: THANK YOU. THANK YOU VERY MUCH AND WELCOME TO MY SHOW. YOU
KNOW, A YEAR AGO, I COULDN'T HAVE DONE THIS SHOW. AND YOU KNOW
WHY?

BANDLEADER (Intrusively): WHY IS THAT, TOM?

TOM (A little annoyed): I'LL TELL YOU WHY. BECAUSE WE DIDN'T HAVE ANY
ACTIVITY TOY PRODUCTS AT THE TIME. WE DIDN'T HAVE ANY
TRADEMARKS. WE HAD NO PACKAGES. NO COMMERCIALS. ZILCH. I
DIDN'T HAVE A SINGLE WEAPON TO GO AFTER THE COMPETITION WITH. I
FELT LIKE THE COMMANDER-IN-CHIEF OF THE TALIBAN AIR FORCE.

(PAUSE for audience reaction.)

TOM: BUT WE DID HAVE ONE THING THOSE TALIBAN GUYS DIDN'T: THE MATTEL
TEAM. A TEAM WITH A DREAM OF CREATING AN ENTIRELY NEW BUSINESS
FOR MATTEL. OUR OBJECTIVE WAS TO SUCCESSFULLY ENTER THE
ACTIVITY TOY MARKET. AND THE SALES GOAL WE WERE AIMING FOR BY
NEXT YEAR WAS . . .

(BAND plays horn fanfare. TOM points to the video screens on both sides of the room. They display a SLIDE: "\$50 MM".)

TOM: . . . FIFTY MILLION DOLLARS. WELL, WE'RE GOING TO BEAT THAT SALES GOAL. NOT NEXT YEAR. . .

(Game show BUZZER sounds.)

TOM: . . . BUT THIS. YEAR LET'S DO THE NUMBERS.

(Slide shows Aviva U.S. sales, \$35MM, Aviva international sales, \$12MM, and Nickelodeon, \$18MM, with Grand Total, \$65MM.)

TOM (*Sync with slides*): AVIVA SPORTS IS PROJECTED TO BRING IN 35 MILLION DOLLARS DOMESTICALLY AND 12 MILLION INTERNATIONALLY. WE'RE LOOKING AT AN ADDITIONAL 18 MILLION FROM NICKELODEON TOYS, FOR A GRAND TOTAL OF . . .

(DRUM ROLL as Grand Total comes up on SLIDE.)

TOM: . . . 65 MILLION DOLLARS!

(STAGEHAND holds up applause sign. PAUSE for audience reaction.)

TOM: THESE FIGURES GIVE US SO MUCH CONFIDENCE THAT WE'VE ALREADY DOUBLED OUR GOAL, FROM 50 MILLION DOLLARS TO . . .

(DRUM ROLL as SLIDE appears: "\$100MM". STAGEHAND holds up applause sign. PAUSE for audience reaction.)

TOM: . . . A HUNDRED MILLION DOLLARS!. DO YOU REALIZE HOW MUCH THAT IS?

BANDLEADER: HOW MUCH IS IT, TOM?

TOM: WELL, BE PATIENT, I'M GOING TO TELL YOU HOW MUCH. IF YOU HAD A STACK OF A HUNDRED MILLION ONE DOLLAR BILLS, THEY'D STRETCH FROM HERE TO THE PLANET URANUS AND BACK . . . WITH ENOUGH LEFT OVER TO GO AROUND KIRSTIE ALLEY'S WAISTLINE. *(PAUSE for audience reaction.)*

TOM: SO . . . WHY IS MATTEL SO INTERESTED IN THE ACTIVITY TOY MARKET?

(TOM turns toward bandleader, as if expecting him to ask why.)

SIX FLAGS MAGIC MOUNTAIN

HALLOWEEN STAGE SHOW, EMCEE INTROS & CLOSES

by Richard Bellikoff

BEETLEJUICE PET SHOW INTRO:

(Entering) HAPPY HALLOWEEN! YOU'RE PROBABLY WONDERING WHY I LOOK LIKE THIS. I'LL TELL YOU WHY -- 'CAUSE I'M DEAD, DUMMY! BEEN DEAD FOR 600 YEARS, AND I'LL BE DEAD FOR THE NEXT 600 TOO. I WAS DEAD BEFORE YOU WERE BORN, AND I'LL STILL BE DEAD AFTER YOU'RE -- NEVER MIND. BEING DEAD HAS ITS DISADVANTAGES, BUT IT'S A GREAT WAY TO GET OUT OF DOING YOUR HOMEWORK. NOT TO MENTION PAYING YOUR TAXES. . . LISTEN -- I GOT A PEEK AT THE NEXT ACT BACKSTAGE, AND I THINK THEY'RE REALLY GONNA KNOCK 'EM DEAD -- IF YOU'LL PARDON THE EXPRESSION. NOW I KNOW A LOT OF YOU KIDS HAVE PETS AT HOME, BUT THESE ARE HALLOWEEN PETS. WHICH MEANS THEY'RE SPOOKY, THEY'RE SCARY, THEY'RE SLITHERY, THEY'RE SLIMY, THEY'RE -- HEY, THEY'RE REALLY GROSS. PUT YOUR HANDS TOGETHER FOR THE SIX FLAGS MAGIC MOUNTAIN CREEPY CRAWLY PET SHOW! *(Exits)*

BEETLEJUICE PET SHOW WRAP-UP:

(Enters) THE SIX FLAGS' MAGIC MOUNTAIN CREEPY CRAWLY PET SHOW! TRY SAYING THAT ONE THREE TIMES FAST! *(After applause)* ACCORDING TO THE ANIMALS' UNION CONTRACT, WE'VE GOTTA TAKE A BREAK RIGHT NOW, OTHERWISE WE'LL HAVE A STRIKE ON OUR HANDS. ESPECIALLY THAT LEOPARD -- HE LIKES TO GO OUT ON A WILDCAT. WE'LL BE BACK WITH ANOTHER SHOW REAL SOON. BEFORE YOU LEAVE, DON'T FORGET TO CHECK UNDER YOUR SEATS FOR ANY STRAY CREEPY CRAWLY PETS. *(Exits)*