

AS SEEN IN

BRANDWEEK

THE BIZ

Imax® Gets Juiced with Langers

By David Finnigan

Langers is emblazoning two million labels of its various juices with \$2-off discount coupons for DVD distributor SlingShot Entertainment's line of 30 Imax®-originating large screen family-attractive titles, including *Bears* and *Africa: The Serengeti*.

"SlingShot provides family quality DVD imagery with a little bit of an educational twist," said Bruce Langer, VP at the family-owned juicemaker. The DVD coupons are on shelf from April until June.

