

Signals in the Static: **Brad Pitt** becomes a TAG Heuer spokesman and will star in a U.S. commercial for Heineken. **Jane Fonda** will publish her autobiography this year, and return to the big screen opposite **Jennifer Lopez**, in *Monster-in-Law*. **Snoop Dogg**, **Adam Sandler**, and **Chris Rock** will appear in a remake of *The Longest Yard*. Sandler is being paid \$25 million for his role. **Will Ferrell**, **Robert Duvall** and football great **Mike Ditka** will appear in a film about "soccer dads," called *Kicking and Screaming*, directed by **Jesse Dylan**, the son of **Bob Dylan**. **Steven Spielberg's War of the Worlds**, starring **Tom Cruise**, will come out this summer. Cable's **Showtime** will produce a musical version of *Reefer Madness*, based on the 1936 anti-drug propaganda film. Died: Illustrator **Frank Kelly Freas**, 82, who created the character of **Alfred E. Newman** for *Mad* magazine; baker **David Dalquist**, 86, inventor of the aluminum Bundt pan.

The U.S. Food and Drug Administration approves a study looking at whether the illegal "rave" drug **Ecstasy** can ease the anxiety of dying cancer patients. **The American Male** salon in Mountain View, Calif., one of 14 nationwide, offers free beer and football on TV to accompany facials, haircuts, and manicures. **Fox Network** raises the price for a 30-second Super Bowl spot to \$2.4 million, up from \$2.25 million last year, when 89.7 million Americans tuned in. **Playboy** offers free "iBod" photo galleries that can be downloaded from its Web site for display on iPods. **New Beauty**, a consumer magazine devoted to cosmetic surgery, launches this month with a circulation of 500,000.

Sprint will offer a radio service that plays music over cell phones. **Vonage** will introduce a portable, wireless handset that allows users to access their home VOIP (Internet long-distance telephone service) through WiFi hot

spots. Fifty **Alabama state trooper vehicles** are already equipped with laptops, scanners and printers that enable them to issue traffic tickets electronically and zap them directly to county courthouses rather than deliver them in person. Within two years, the state hopes to have the equipment in all 325 patrol cars.

Gourmet Retro Candy: NYC's **David Burke & Donatella** serves a CandyMosa cocktail rimmed with crushed Life Savers. **SF's Frisson** offers handmade Pixie Stix and Sweet Tarts. The NYC shop **Chocolate Bar** sells old-fashioned chocolate bars (\$3) in flavors like Salted Pretzel and Malted Milk. *Food and Wine*.

Podcasting: A podcast is a radio show that listeners subscribe to online, which is then automatically downloaded (usually for free) to their computer and subsequently to their MP3 player. In addition to individual podcasts of personal song collections, some major media outlets (BBC, WGBH and others) are making their archived shows available online for podcasts.

Just How Lazy Are We, Really? SC Johnson introduces a \$24.99 device that installs in a shower to spray shower cleaner automatically with a tap of a finger, eliminating the need to squeeze the trigger on a bottle of cleaner.

Whisky, Guns, & Cars: **Crown Royal**, **Jack Daniels**, and **Smith & Wesson** become individual sponsors of 2005 NASCAR teams. *Brandweek*.

M.B.A. Salaries Rising: For the first time since the dotcom bust, starting salaries and signing bonuses for recently-graduated M.B.A.s have jumped significantly. Average starting salaries in finance increased 21% to \$98,477 in 2004. —*Wall St. Journal*.