

Signals in the Static: **Scarlett Johansson** becomes a Reebok spokesperson. Rapper, porn entrepreneur, convicted felon (and former Chrysler spokesperson) **Snoop Dogg** appears in a commercial for Orbit gum. Coors Brewery Chairman and on-camera spokesperson, **Pete Coors**, is arrested for driving under the influence of alcohol and driving through a stop sign. The computer **disk drive** turns 50. **Disneyland's Tiki Room** turns 43. The **PC** turns 25. **MTV** turns 25. Died: **Arthur Lee**, 61, singer/guitarist with the influential 60s band, "Love"; **Harry Oliveri**, 90, co-inventor of the Philadelphia cheese steak sandwich; **Robert Brooks**, 69, Chairman of Hooters restaurants.

**Abercrombie & Fitch** buys naming rights to the Trauma Center at the Columbus Children's Hospital. **U.S. Airways** will sell ads on its air-sickness bags. In September, **The Wall St. Journal** will sell ads on its front page for the first time. To promote its show "Weeds," **Showtime Network** places a marijuana-scented ad in *Rolling Stone*. They will also distribute brownies (the legal kind) in busy areas of six U.S. cities. **Harlequin** publishes **NASCAR**-licensed romance novels set in the auto racing world. **e-Media Exchange** creates the first Nasdaq-like market for broadcast advertising time.

**TBS** launches "Midnight Money Madness," a game show that has no contestants in the studio. Viewers register their phone numbers via text-messaging or the Internet. They are then contacted by phone to answer trivia questions, live, for cash prizes. "**Unwrapping Macy's**" will be the first reality show focused on a major American retailer. This fall, "**Wheel of Fortune**" and "**Jeopardy!**" will become the first game shows to be televised in high definition.

A new social networking site for seniors, **eons.com**, features an online obituary database that sends out alerts when someone you know dies. A stretched Ford Excursion (seating 24 people) is permanently parked outside **Davidburke & Donatella**, a fine-dining restaurant in Manhattan. It serves as a "smoking lounge" designed to skirt the 2003 NYC ban on smoking. **Disney World** raises the cost of one-day admission to \$67. Italy's **Alfa Romero** will launch its 159 sedan in the U.S. in 2009. A Chinese company will launch a "British" **MG** coupe, built in Oklahoma, in 2008.

Fashion Trends: Dice graphics in jewelry and accessories, children's versions of adult clothing, men's blazers in crumpled linens worn with slacks in traditional wovens. **DKNY Jeans** will sell jeans of raw indigo denim which include a piece of sandpaper and instructions to help consumers create "personal wear" of the garment.

Beverage News: **Icerocks** "spring water ice cubes" (48/\$3.99); lavender-infused foods and beverages; Himalayan Goji juice; coconut water (**Zico**, **VitaCoco**); **p.i.n.k.**, a flavorless, caffeine-and guarana-infused vodka.

Nano Spy: **Lockheed Martin** is developing a tiny remote-controlled air vehicle, weighing 0.07 oz., capable of being released from a hovercraft, power itself 1,100 yards, then rotate in flight. A camera provides a stable forward view while transmitting images back to a small, hand-held display. *EE Times*.

Reading Rules: A recent survey finds 69% of adult Americans saying they recently read a book. That's more than those who bought or rented a movie to watch at home (46%), saw a movie in a theater (29%), attended a live music event (19%), or went to a pro sports event (14%). *Rasmussen Report*.