

Signals in the Static: Illusionist **David Blaine** stars in a new ad campaign for the National Basketball Association. **Martha Stewart** will launch a line of fresh and frozen foods at Costco. **George Carlin** turns 70. Hostess' **Ho Hos** snack cake turns 40. Died: The **Absolut** vodka ad campaign, 25; LA's **Trader Vic's** restaurant, 71; **Stan Daniels**, 72, co-creator of *Taxi*; reporter and author **David Halberstam**, 73.

The **Mall of America** and 38 other U.S. shopping malls ban kids 16 and younger on Friday and Saturday nights who are unaccompanied by their parents. **Washington State** bans texting while driving. **Bangor, Maine** bans adults smoking in cars while a child under 18 is a passenger (\$50 fine).

Delta offers fliers a \$10 optional donation to **The Conservation Fund** to help offset their carbon footprint from flying. **Home Depot** places its own environmental label, Eco Options, on more than 2,500 products. Positioned as a "sports drink" for gamers, **Pepsi** will introduce a limited-edition **Halo 3 Mountain Dew** in August. Some NYC restaurants now offer **Mercer's Dairy's** wine-flavored ice cream (10-proof) including Peachy White Zinfandel and Red Raspberry Chardonnay. **Bank of the West** is giving away *toasters* to customers who open new accounts.

Sony's new **Minisode Network** will stream condensed episodes (3.5 to 5 minutes) of classic TV series such as *Charlie's Angels* and *Starsky and Hutch*. **DaimlerChrysler** and **Sirius** team up to create TV programming specifically for backseat video displays in vehicles. Both **CBS** and **NBC News** register their fewest viewers in 20 years. Midwestern airline **Skybus** becomes the first carrier to sell ad space on the exterior of their planes, as well as on the plane's tray tables, overhead bins, and restroom

doors. **Ford** licenses its **Mustang** brand to **Estée Lauder** for a new men's fragrance to be sold at **Sears**. **Electronics Arts** will launch a new **The Sims** branded **Visa** credit card.

New On the Web: **Postful.com** turns an email into a paper letter and mails it for you (\$.99/one page, including postage). **BuyYourFriendADrink.com** lets you enter a friend's cell phone number and the amount of money you want to spend on this Web site. A text message is sent to person on the other end with a redemption code. That code is then handed over to participating bars and drinks are served. **Flexpetz.com** in LA and San Diego offers daily rental of pet dogs (\$39.95/membership plus \$29.95/day on weekends, \$19.95/day weekdays). **Petsmobility.com** will introduce PetsCELL, a waterproof cellular GPS cell phone for pets.

Marketing to Muslims: In Egypt, local **McDonald's** franchise holders faced with a devastating boycott responded by hiring the singer (whose song "I Hate Israel" was adopted by the boycotters) to perform the jingle for its new McFalafel sandwich. In Detroit, **McDonald's** offers their Muslim customers halal Chicken McNuggets. Next fall **Ikea** will sell home decorations for Ramadan. **Southfield Chrysler Jeep** becomes the first U.S. advertiser to run broadcast ads in Arabic. *NY Times, ABC News.*

Angels in America: The name "Angel" ranked #1 in NYC for newborn Hispanic boys, as well as #32 nationwide (and #1 in Arizona) among *all* baby boys. The most popular names for Hispanic girls were Ashley, Emily, and Isabella (which was 5th among all newborn girls). The most popular names for Asians were Emily and Ryan, Kayla and Joshua for African-Americans, and Sarah and Michael for non-Hispanic whites. *NY Times.*