

Signals in the Static: Def Leppard launches their new single "Nine Lives" through *Guitar Hero III* while **Mötley Crüe** releases "Saint of Los Angeles" via *Rock Band*. A movie version of *Welcome Back, Kotter*, with **Ice Cube** in the **Gabe Kaplan** role, is scheduled for 2009. The iTunes store turns 5. The iMac turns 10. The World Wide Web turns 15. The Casio G-Shock watch turns 25. Mike Tyson turns 41. Shirley Temple Black turns 80. **Mort Sahl** turns 81. **Yogi Berra** turns 83. NYC's **Chelsea Hotel**, home to **Mark Twain** and **Janis Joplin**, turns 125. Died: **Irvine Robbins**, 90, co-founder of the Baskin-Robbins ice cream chain; **Seaman Jacobs**, 96, who wrote for dozens of classic TV shows, including *The Addams Family* and *My Favorite Martian*.

San Francisco begins a multi-media ad campaign welcoming illegal immigrants, reminding them that the city offers services without regard to permanent resident status. City council leaders in **Boulder, Colorado**, are given a special allowance (\$2,000/year) for riding bikes to and from work. The **U.S. State Department** establishes an embassy in **SecondLife**, joining the U.S. House of Representatives, NASA, and the Dept. of Homeland Security in this virtual world. **Subway Crush** is a new "missed connections site" for people who just didn't get to talk to that stranger at the end of the car. Just published—*Fur Shui: An Introduction to Animal Feng Shui*.

Kaplan will introduce an SAT prep game for the Nintendo DS. The **Recycle Bank** rewards households based on the amount of materials they put in their recycling bin. **Starbucks** will introduce a smoothie-like beverage made of fresh fruit and whey powder, and an icy Italian-style drink (Southern California only). Chicago's **White Sox** are banned from drinking anything but Gatorade (MLB's "official sports drink") in their dugout, including bottled water.

Hot Summer TV: *Swingtown* (CBS), a 1970's period drama about married couples "swinging" in a Chicago suburb; *Fear Itself* (NBC), a horror/suspense anthology; *Secret Diary of a Call Girl* (Showtime), about a high-end call girl who leads a double life.

Hypermiling: This radical driving technique is being adopted by motorists in order to squeeze every last mile from a tank of gas. It includes pumping up tires to the maximum rating on their sidewalls, using low viscosity engine oil, and the controversial practices of tailgating larger vehicles to cut down on air resistance and the "auto stop," whereby the car is put into neutral and the engine is turned off but the vehicle continues forward due to momentum or gravity. Hypermiling is said to more than double gas mileage.

Good Times in the Ad Biz: Revenue for U.S. media, marketing, and ad agencies reached \$31.1 billion in 2007, up 8.6%. Digital services accounted for an average of 10.2% of the total. The top four agency firms (Omnicom, WPP, Interpublic, and Publicis) grabbed 53.9% of the pie. *Advertising Age*.



Activate Drinks (\$2.30/bottle) release vitamins and minerals into the water when you turn the cap of the bottle. Flavors include "Vitamin," "Antioxidant," and "Immunity."

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