

Signals in the Static: **Brad Pitt** partners with **Kiehl's** to promote a biodegradable skincare product. **Sheryl Crow** designs [reusable bags](#) for Whole Foods Market. **Johnny Depp** will star in a fourth *Pirates of the Caribbean* movie and play [Tonto](#) in a bigscreen adaptation of *The Lone Ranger*. **Norman Lear** will produce a HBO drama set in the world of 1970s pro wrestling. **Philip Glass** is writing an opera about **Walt Disney**. *Wired* turns 15. **Nirvana's** [Nevermind](#) turns 17.

Disney will build a 100-lane bowling alley and a Tinker Bell-themed attraction at Disney World. **Doritos** will run a fan-made ad during the Super Bowl. **NBC** will charge them \$3 million to air it. The fan will also get \$1 million if it ranks highest in *USA TODAY's* annual Ad Meter.

Washington Redskins fans can purchase a Fast Lane card (\$100) for premier stadium access and security screening.

Del Monte sells their 65-year-old [StarKist](#) brand to Korean seafood giant **Dongwon Industries** for \$359 million. [Element Bars](#) allow customers to design their own customized energy bars from scratch (\$3ea.). **Texas Instruments** is testing a branded 1" square sticker that attaches to the back of cellphones, allowing the purchase of items with a tap of the finger. [CBS Scene](#), a 15,000 sq. ft. restaurant in Foxborough, MA, features 130 high-def screens programmed with 60 years of television shows. NYC restaurant **The Modern** prints prices on its wine list in euros as well as in dollars. **The Pod Hotel** is a 347-room budget hotel in Manhattan, that features a [PodCulture](#) Web forum which lets visitors swap stories, trade itineraries and ideas, and get to know their fellow guests before they arrive. Guests at **The Westin Chicago River North** can choose a specially designed room with a light-therapy box and a "eucalyptus shower fizzer" to combat jet lag.

Hot Holiday Toys: [Elmo Live](#), who waves his arms and tells jokes (\$59.99); [Furreal Friends Biscuit](#), a realistic golden retriever who responds to voice commands (\$179.99); [U-Dance](#), a motion-based dance game that connects to your TV and is mat- and cord-free (\$74.99).

TV Viewers Get Older: The median age for live TV viewers hit 50 last season, and for the first time, less than half of network-TV viewers fall into the prime 18-49 demographic. However, viewership of television broadcasts on the Web has doubled since 2006, now seen by 20% of Internet families. —*San Jose Mercury News, Variety*.



The [Heart Attack Grill](#) in Chandler, Az. features towering burgers and "Flatliner Fries" (deep-fried in lard), Jolt Cola, unfiltered cigarettes, and sexy servers dressed as nurses. Their slogan: "Taste Worth Dying For."