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## **PONY Partners with Focus Features to Create 9 Sneaker**

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### **Action-packed fantasy movie celebrated with exclusive limited-edition shoe**

**UNIVERSAL CITY, CA, July 23, 2009** – PONY, Inc. announced today they have partnered with Focus Features to produce a limited-edition sneaker to celebrating the new epic adventure fantasy *9*, which Focus opens in theaters nationwide on 9/9/09 – September 9<sup>th</sup>, 2009.

Inspired by the film's on-the-move "stitchpunk" characters, PONY has designed a shoe made from burlap and makeshift materials to represent the fabrication of the brave *9* beings. A zipper, mismatched eyelets, and neon green "electricity" accents are just some of the intricate surprises that re-create the vision of the fantasy film. With only 99 pairs to be made available, the *9* sneaker is sure to be a sensation and a collector's item. The limited-edition run will be distributed via an online sweepstakes in conjunction with retailer Hot Topic. The shoes will be issued on 9/9/09 to coincide with the theatrical release of director Shane Acker's film. Please check [www.pony.com/9movie](http://www.pony.com/9movie) for more information.

"PONY is excited to be able to collaborate with Focus Features on a project as creative and innovative as the *9* sneaker. It gives us the opportunity to really push the conventional shoe boundaries, and to honor the ingenuity and imagination behind Shane's film. It also allows us to be inventive on a promotional level because of the arithmetic characteristics and other distinctive attributes of the film," says Kevin Wulff, President and CEO of PONY.

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### **About the Movie 9**

An action-packed adventure, director Shane Acker's animated fantasy epic *9* is the feature-length expansion of his Academy Award-nominated 2004 short film of the same name. The screenplay for the feature is by Pamela Pettler (*Monster House*); directors Tim Burton (*Beetlejuice*) and Timur Bekmambetov (*Wanted*) are among the feature version's producers.

The time is the too-near future. Powered and enabled by the invention known as the Great Machine, the world's machines have turned on mankind and sparked social unrest, decimating the human population before being largely shut down. But as our world fell to pieces, a mission began to salvage the legacy of civilization; a group of small creations was given the spark of life by a scientist in the final days of humanity, and they continue to exist post-apocalypse. Another of their own, #9 (voiced by Elijah Wood), emerges and displays leadership qualities that may help them survive and possibly even thrive. The conflicted but resilient tribe already includes #1 (Christopher Plummer), a domineering war veteran and the group's longtime leader; #2 (Martin Landau), a kindly but now-frail inventor; #3 and #4, scholarly twins who communicate nonverbally and mostly with each other; #5 (John C. Reilly), a stalwart and nurturing engineer; #6 (Crispin Glover), an erratic artist beset by visions; #7 (Jennifer Connelly), a brave and self-sufficient warrior; and #8 (Fred Tatasciore), the none-too-bright muscle and enforcer for #1. With their group so few, these "stitchpunk" creations must summon individual strengths well beyond their own proportions in order to outwit and fight against still-functioning machines, one of which is a marauding mechanized beast. In the darkness just before the dawn, #9 rallies everyone of his number to band together. While showcasing a stunning "steampunk"-styled visual brilliance, *9* dynamically explores the will to live, the power of community, and how one soul can change the world.

### **About Pony**

PONY was founded in 1972 and quickly became one the most distinctive Sports brands in the world. Among the many athletes who wore PONY shoes were Pele, Muhammad Ali, George Foreman, David Thompson, Darryl Dawkins, Spud Webb, Dan Marino, Lawrence Taylor, Reggie Jackson, Tracey Austin, and most recently Wilson Chandler. Pony is a

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designer, distributor, and marketer of high performance, athletic and lifestyle footwear and apparel for men, women, and children. For more information, please visit [www.pony.com](http://www.pony.com).

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