



## Press Release

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### **Honda Civic Tour Joins Forces with Friendsorenemies.com to Create Dynamic Online Fan Community Featuring Exclusive, Unscripted Content**

**Dozens of Up-Close-and-Personal Videos of the Band to Be Featured on  
<http://civictour.honda.com/> and <http://friendsorenemies.com/>**

Los Angeles – May 16, 2007 – Honda Civic Tour and friendsorenemies have created the ultimate, user-generated worldwide fan community. As friendsorenemies cameras deliver new and intimate content from the highly anticipated tour to <http://civictour.honda.com/> and <http://friendsorenemies.com/>, fans will have access to Fall Out Boy's every step, marking the most extensive behind-the-scenes, minute-by-minute coverage of the band to date.

The Honda Civic Tour online experience will bring fans:

- Behind-the-scenes documentary-style video clips of the band each week on tour
- Weekly Q&A: questions submitted by fans with videotaped, candid answers from the band
- Long Song Title Game, which asks users to write excessively long song titles similar to Fall Out Boy's own song titles

In addition, friendsorenemies.com will include daily photos of the tour from the bands' personal camera phones, ongoing journal entries and blogs from the bands talking about their time on the road, and user-generated content, which includes concert-goers' photos and videos from the shows, blogs and comments.

The online content kicked off following the first tour date on May 11 in Denver and will be updated frequently throughout the tour, featuring Fall Out Boy, +44 (featuring Travis Barker and Mark Hoppus, formerly of Blink 182), The Academy Is..., Paul Wall and Cobra Starship.

The Honda Civic Tour interactive campaign was developed by RPA, Honda's longstanding advertising agency of record and is being produced by Buzznet for friendsorenemies, a new, rapidly emerging social network where bands interact directly with their fans.

"This powerful online campaign fully embraces the Honda Civic Tour bands' grassroots approach to communicating with their fans, and will take it to a whole new level of intimacy to bring a full-range, yet organic community element to the tour," said Ann Palmer, American Honda Motor Co., Inc., interactive marketing. "Fall Out Boy's personal passion for hybrid technology makes them the ideal partner for the tour, which continues to be committed to raising environmental consciousness."

Anthony Batt, founder and CEO of Buzznet, the exclusive content provider for friendsorenemies commented, "The Honda Civic Tour is hands-down one of the most anticipated and progressive music events. We are thrilled to be working with the Honda team, Fall Out Boy, and our partners at friendsorenemies to deliver a powerful and engaging online component that is sure to resonate with fans around the world."

Since the 2007 Honda Civic Tour site went live in November, more than 60,000 users have opted-in to receive information on the tour.

Keeping with environmental messages important to both Fall Out Boy and Honda, the band created and designed special custom features for a Honda Civic Hybrid, which is showcased on the Honda Civic Tour Web site and will be displayed at each concert venue. Throughout the tour, fans will have the opportunity to enter to win this one-of-a-kind car, which has been autographed by the band.

#### **About Honda Civic Tour**

Now in its seventh year, the Honda Civic Tour is one of the music industry's hottest tours, which puts fans in touch with their favorite artists at moderate ticket prices while promoting environmental consciousness. For more information, visit <http://civictour.honda.com/>.

#### **About friendsorenemies**

friendsorenemies has established itself as a favorite online destination for the newest generation of scene bands and artists to connect with fans through personal VIP blogs, journals and exclusive photos and videos. The site features VIP blogs by some of the biggest bands on the scene today and was also the title sponsor of Fall Out Boy's hugely successful Infinity on High pre-release tour in January '07. Buzznet recently became the exclusive content provider for friendsorenemies and also manages all aspects of the site's online community. [www.friendsorenemies.com](http://www.friendsorenemies.com)

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