
From: mbbay [REDACTED]
Sent: 04 May 2009 19:07
To: Grey, Brad - Paramount; Weston, Brad - Paramount; bgoldner [REDACTED]; Moore, Rob - Paramount; DiBonaventura, Lorenzo - Paramount; Goodman, Adam - Paramount; Colligan, Megan - Paramount; Vahradian, Mark - Paramount; jfogelman [REDACTED]; Leshner, John - Paramount; Greenstein, Josh - Paramount; [REDACTED]; Cripps, Andrew - Paramount; Kristie_Macosko [REDACTED]
Subject: Urgent NOTE FROM BAY

Hello everyone,

Am I missing something? I've been locked away editing for six months, but I have been waiting, and waiting for the 'anticipation' of an 'event movie' to make it into the 'public zeitgeist'. You all talk so glowingly about Transformers being the movie of the summer but unfortunately this has not gotten to the public. I still run into so many people even this weekend with kids that ask "is that movie coming out this year?". Your owner Sumner, went on air in wall street last week talking how Paramount was going to claim the summer with Star Trek and G.I. Joe. I guess he didn't even know it was coming out either.

I'm sure the Yahoo downloads of the trailer are far lower than last movie - I would of got something saying how we broke download records like last time. I'm sorry but I've never been one to rely on focus groups, you can feel in your gut the presence of a big movie coming. Right now we are not an event. We are a just a sequel, which is very different. There is no anticipation. Remember back to Spiderman 2 - it was everywhere.

So far our print has been in my opinion and abject failure. The summer previews for entertainment weekly was really weak. The Los Angeles Times Sunday sneaks, we were not on the cover in the form of a name and had a pathetic presence in the newspaper. Your answer for this we had to buy an ad - Harry potter didn't buy an ad, they had huge event movie presence. The New York Times sneaks was worse.

You all say it doesn't matter. *Everything matters.* The first time any studio said this very thing to me was on the Island.

Over the years Jerry Bruckheimer mentored me on event movies - he had a mantra- "A studio that does not make it an event, will it into an event, thinks the audience will just show up, will always be bitten in the ass." Besides my good friend Steven, Jerry has made a lot more successful movies then all of us.

At this time last movie we had an 30 minute MTV event around the Video Awards, now we have our two leads just announcing an award - they want me to play a small clip. I consider this so lame. Clips don't blow people away!

On the foreign front, from the terrible amateur cut down trailer I received which had a 23 frame flash cut of Megatron, if someone would of given me just *one call*, I could of told them the whole point of the trailer was the reintroduction of Megatron. I feel we are just out of sync on this movie.

I cannot figure if this is a cash issue with your company? Is there some clever idea why are we not spending? I'm not sure. I'm sure though, the movie will do fine, but not to your internal expectations because right now we are fooling ourselves by being cocky.

I would really like us all to have a meeting about this so we can discuss and generate more ideas.

Thank you,

Michael Bay



TMZ