



News Release

FOR IMMEDIATE RELEASE

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The Greatest Sports Movie Ever Made... about Grocery Bagging! *N.G.A. and National Lampoon to Screen New Movie at 2008 N.G.A. Convention*

ARLINGTON, VA, -- The National Grocers Association (N.G.A.) is excited to announce at this year's 2008 Annual Convention and Supermarket Synergy Showcase, N.G.A. and National Lampoon will host the first ever advanced screening of National Lampoon's *Bagboy* movie. A movie based on N.G.A.'s real life U.S.A. Best Bagger Championship.

This is the first ever National Lampoon picture produced in-house, National Lampoon's *Bagboy* is the "from bags to riches" story of a lowly grocery clerk who hits the road in an effort to win the international competitive bagging championships and the girl of his dreams. It is National Lampoon's Vacation meets Rocky! Starring **Dennis Farina** (Law and Order, Paparazzi), **Larry Miller** (Bee Movie, Pretty Woman), **Brooke Shields** (Lipstick Jungle, Suddenly Susan), **Marika Dominczyk** (The 40 Year Old Virgin), and **Paul Campbell** (Battlestar Gallactica).

Directed by Mort Nathan (writer/director of "Boat Trip" and "National Lampoon's Van Wilder 2: The Rise of Taj"), the movie will be released in theaters nationwide February 22, 2008. The film is rated PG-13 by the MPAA for sexual content, language and some drug references.

The screening will be held on Wednesday, February 6th at 8:30 p.m. at the Paris Las Vegas Hotel. The movie will be shown free of charge to all convention attendees and best bagger contestants thanks to National Lampoon. Cast member and star *Larry Miller* will be attending the screening, as well as producers *Zen Gesner* and *Rob Moran* (who has a hilarious cameo). Audience members will have a chance to ask questions after the movie at a Q&A session with the stars. National Lampoon will also be hosting a Dessert Party at this time. Make sure to enjoy the International Coffee Station offering a number of tempting coffees before enjoying a number of glorious desserts.

National Lampoon will also be present on the S3 Concept Show Floor, Wednesday February, 6 and Thursday, February 7 to discuss the movie, discuss promotion opportunities and a chance to meet and greet with the executives of the film.

"Bagging represents an important element in providing outstanding customer service in an area in which independent community focused retailers excel" said Christine Cunnick, Director of Communications for N.G.A. "We are very excited that National Lampoon has chosen to showcase this element in a positive and fun manner."

Those interested in attending the screening should RSVP with the attached response form. Or you may contact Christine Cunnick at ccunnick@nationalgrocers.org or (703) 516-0700.

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National Grocers Association

N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating a variety of formats. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Some are publicly traded but with controlling shares held by the family and others are employee owned. Independents are the true “entrepreneurs” of the grocery industry and dedicated to their customers, associates, and communities. N.G.A. members include retail and wholesale grocers, state grocers associations, as well as manufacturers and service suppliers. For more information about N.G.A. and the independent sector of the industry, see the N.G.A. website: www.nationalgrocers.org.

About National Lampoon

National Lampoon, Inc. (AMEX: NLN) has been a dominant force in the US comedy world for almost 30 years and is currently active in a broad array of media and entertainment segments, including feature films, television programming, online and interactive entertainment, home video, audio CDs and book publishing. The Company also owns interests in all major National Lampoon properties, including *National Lampoon's Animal House*, the *National Lampoon Vacation* series and *National Lampoon's Van Wilder*. The National Lampoon College Network serves colleges and universities throughout the United States. National Lampoon reaches as many as 4.8 million students, or nearly one in four of all 18 to 24-year-old college students in America today. The Company has three core operating divisions: Entertainment Division, College Marketing Division, and a distribution arm, National Lampoon Networks, providing content traditionally through its College TV cable network and across new media through multiple in-house digital platforms, including the broadband channel Toga TV.com, the National Lampoon video channel on AOL, and the National Lampoon Humor Network (the most trafficked humor sites on the web), along with multiple other outlets housed on its online comedy website www.nationallampoon.com