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## **NBCUniversal, Universal Pictures, Chrysler Brand and Illumination Entertainment Create Wide-Reaching Partnership to Launch All-New 2017 Chrysler Pacifica and 'The Secret Life of Pets'**

*Talent from across the NBCUniversal portfolio celebrate "National Pet Day" with Chrysler Pacifica and the new comedy in theaters July 8*

*Branded content featuring NBCUniversal Talent including Seth Meyers to air in celebration of "National Pet Day" on NBCUniversal networks and digital platforms including Fandango, BuzzFeed and Vox Media*

April 11, 2016, Auburn Hills, Mich. - NBCUniversal today announced a wide reaching partnership with Chrysler brand, Universal Pictures and Illumination Entertainment to launch the all-new 2017 Chrysler Pacifica and Illumination and Universal's "The Secret Life of Pets," which arrives in theatres July 8. In a fully scaled effort, the multi-episode custom content pieces created by NBCUniversal's Content Innovation Agency, Universal Pictures and Illumination will feature NBCUniversal talent, including star "Late Night" host Seth Meyers and his dog, Frisbee, and will air across the company's networks and social platforms, as well as on BuzzFeed and Vox Media, beginning April 11 through July, that will be distributed across the social web.

Starting today, the custom content will debut during NBC's "Today" and then across the NBCUniversal portfolio. Content featuring the Pacifica, animation from "The Secret Life of Pets" and NBCUniversal talent will appear on Golf Channel, NBCSN, Sprout and USA Network. The launch campaign will conclude tonight with a live ad featuring Meyers on "Late Night with Seth Meyers," and another original content piece, as well as the debut of the brand new trailer for "The Secret Life of Pets."

"The opportunity to partner with NBCUniversal to create engaging content featuring talent from across its diverse television network portfolio presented a strong media platform with incredible reach to tell the story of the all-new 2017 Chrysler Pacifica," said Olivier Francois, Chief Marketing Officer, FCA – Global. "Leveraging the unprecedented level of functionality, versatility and technology of the vehicle, including our UConnect theater, together with 'The Secret Life of Pets,' a film for mom, dad and their children, is the perfect combination to introduce audiences to the all-new Chrysler Pacifica as the ultimate family vehicle."

This program also extends to NBCUniversal's extensive digital and social platforms and will feature content from the campaign and will take advantage of the company's Social Synch program. Telemundo's "Un Nuevo Dia" will activate its digital properties to feature the content. BuzzFeed and Vox Media will also create their own unique and engaging content on April 11.

"This unprecedented partnership represents how NBCUniversal is able to tap into assets across our company, from film to distribution, to deliver our advertisers audiences with incredible scale," said Linda Yaccarino, Chairman, Advertising Sales and Client Partnerships, NBCUniversal. "We were thrilled that Chrysler entrusted us with developing a breakthrough campaign for their biggest launch of the year, and we couldn't be happier to join with 'The Secret Life of Pets' as our partner."

The campaign continues on April 12 with the rollout of three additional branded content pieces featuring Seth Meyers and the all-new 2017 Chrysler Pacifica, which will air across NBCUniversal's networks and digital pages. The custom content, as well as the "The Secret Life of Pets" trailer, will live on Fandango for the entirety of the campaign.

### **About NBCUniversal**

NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit: [www.nbcuniversal.com](http://www.nbcuniversal.com).

### **About "The Secret Life of Pets"**

For their fifth fully animated feature-film collaboration, Illumination Entertainment and Universal Pictures present "The Secret Life of Pets," a comedy about the lives our pets lead after we leave for work or school each day.

Comedy superstars Louis C.K., Eric Stonestreet and Kevin Hart make their animated feature-film debuts in "The Secret Life of Pets," which co-stars Jenny Slate, Ellie Kemper, Lake Bell, Dana Carvey, Hannibal Buress, Bobby Moynihan, Steve Coogan and Albert Brooks. Illumination founder and CEO Chris Meledandri and his longtime collaborator Janet Healy produce the film directed by Chris Renaud ("Despicable Me," "Despicable Me 2"), co-directed by Yarrow Cheney and written by Cinco Paul & Ken Daurio and Brian Lynch. [www.thesecretlifeofpets.com](http://www.thesecretlifeofpets.com)

### **Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

Chrysler is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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