



EJ & Sami fans have been on a roller coaster ride for 2 years but finally, on May 20<sup>th</sup>, 2008, EJami fans were treated to what we thought was the start of something very special. Much to our delight, the horrible obstacle that was placed between this amazing couple was finally removed through a very thoughtful scene of understanding and forgiveness. What followed was nothing short of magical and this campaign celebrates that magic in the hopes of reminding the executives in charge of what the viewers really want to see!

The leis are just a friendly reminder that EJ and Sami got "lei'd" and we were LOVING IT!