

# LIONSGATE®

## LIONSGATE® And Apple to Deliver iTunes Digital Copy on Select DVD and Blu-ray Releases

**DVDs To Include An Additional Digital Copy Of Movie For iTunes; Special Edition and Blu-ray Releases of *Rambo*, *Rambo: The Complete Collector's Set* and *The Eye* Slated To Be First Lionsgate Films Incorporating New Technology**

SANTA MONICA, CA, and VANCOUVER, BC -- March 10, 2008 – LIONSGATE (NYSE: LGF), the leading independent filmed entertainment studio, announced today that it is working with Apple to provide Digital Copy for iTunes, affording customers who purchase select DVDs with an additional iTunes Digital Copy of the movie. Just like movies purchased from the iTunes Store, an iTunes Digital Copy can effortlessly be transferred to iTunes and then viewed on a PC or Mac, iPod with video, iPhone or on widescreen television with Apple TV.

The first Lionsgate DVDs to debut with iTunes Digital Copy will be the special edition DVD and Blu-ray releases of *Rambo*, the latest installment in the popular action franchise starring Sylvester Stallone, *Rambo: The Complete Collector's Set*, which will include all four Rambo films, and *The Eye*, the supernatural thriller starring Jessica Alba. Both *Rambo* DVD's will be available at retail May 27<sup>th</sup> and *The Eye* will be released on DVD this summer. Lionsgate and Apple will deliver numerous additional Lionsgate films on DVD with iTunes Digital Copy later this year.

"Digital Copy for iTunes is a perfect example of how packaged media and new digital technology can work hand in hand for the benefit of our consumers," said Steve Beeks, President and co-Chief Operating Officer of Lionsgate. "Lionsgate is constantly identifying fresh opportunities to monetize its 12,000-title filmed entertainment library in an increasingly digital world and provide product that is at the very cutting edge of consumer taste. Our consumers are always looking for new viewing options in terms of the motion pictures they buy, and we are always searching for new ways to deliver content in formats that reflect consumer preference across the entire home entertainment spectrum, from packaged media to digital storage to VOD. Building on our longstanding partnership with Apple, Digital Copy for iTunes is yet another innovation designed to provide the consumer with added value while continuing to expand our range of home entertainment choices."

"We're excited that Lionsgate is delivering so many of their great films on DVD and Blu-ray with an iTunes Digital Copy," said Eddy Cue, Apple's vice president of iTunes. "Now movie fans can easily transfer a copy of many Lionsgate films onto iTunes and bring it with them on their iPod or iPhone."

The new iTunes Digital Copy provides a consumer friendly way to transfer a DVD purchase to a user's iTunes library. Once a customer buys the DVD, he or she inserts it into their computer, enters a unique code into iTunes, and the movie is automatically copied to their iTunes library.

Customers own the iTunes Digital Copy of the movie and it has all of the same great viewing options as other iTunes Store video content, including the ability to be viewed on a computer, iPod with video, iPhone and widescreen television with Apple TV. Each DVD will only transfer its iTunes Digital Copy to one iTunes library. An iTunes account is required.

Lionsgate already features a wide variety of movies for rental and purchase on the iTunes Store including such recent hit releases as the critically-acclaimed Western *3:10 to Yuma*, the outrageous comedy *Good Luck, Chuck*, and the action film *War* in addition to classic Lionsgate library titles such as *Dirty Dancing* and *Reservoir Dogs* as well as such critically-acclaimed hit television programming as Lionsgate's hot comedy series *Weeds*.

Lionsgate remains at the cutting edge of adopting new digital technologies for its current releases and its vast filmed entertainment library. The Company was one of the first studios to support the fast-growing Blu-ray high definition format, and Lionsgate was the first to release product on DVD-9, DVD-18, DVD+CD, the first to utilize Microsoft Windows Media 9 and one of the leaders in acquiring VOD rights throughout its catalog. Lionsgate has also been at the cutting edge of supporting technologies designed to foster the adoption, efficiency and quality of digital downloads throughout the motion picture and television marketplace.

#### **ABOUT LIONSGATE®**

Lionsgate is the leading independent filmed entertainment studio and is a premier producer and distributor of motion picture, television programming, home entertainment, family entertainment, video-on-demand and digitally-delivered content. Its prestigious and prolific library of nearly 12,000 motion picture titles and television episodes is a stable source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate brand is synonymous with original, daring, quality entertainment in markets around the globe.

#### **ABOUT APPLE**

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone.

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