

# LIONSGATE®

## LIONSGATE'S® ACCLAIMED DRAMA *MAD MEN* TOPS SERIES WINNERS LIST AT CREATIVE ARTS EMMY® AWARDS

SANTA MONICA, CA, (September 15, 2008) – LIONSGATE'S (NYSE: LGF) acclaimed AMC drama *MAD MEN* topped the series winners list at the Creative Arts Emmy® Awards on Saturday, September 13, winning four Emmys®, including Outstanding Art Direction for a Single-Camera Series and Outstanding Cinematography for a One-Hour Series.

The show made history this year with its 16 total Emmy® nominations – the most of any drama series – marking the first time a basic cable program has topped that list. Nominations include Outstanding Drama Series, Lead Actor (Jon Hamm), Supporting Actor (John Slattery), Writing and Directing, which are among the categories to be announced next Sunday, September 21 at the 2008 Primetime Emmy® Awards.

“This kind of acknowledgement by the TV Academy is a real milestone for Lionsgate and we thank the membership for its recognition of the extraordinary people involved in the making of *MAD MEN*,” said Kevin Beggs, Lionsgate’s president of programming and production.

*MAD MEN*’s Creative Arts Emmy Awards are as follows:

- \* Outstanding Art Direction for a Single-Camera Series:  
“Smoke Gets in Your Eyes” (Pilot) – Bob Shaw, Production Designer; Henry Dunn, Art Director; Rena DeAngelo, Set Decorator
- \* Outstanding Cinematography for a One-Hour Series -- “Smoke Gets in Your Eyes” (Pilot) – Phil Abraham, Director of Photography
- \* Outstanding Hairstyling for a Single-Camera Series – “Shoot” – Gloria Pasqua Casny, Department Head Hairstylist; Lucia Mace, Key Hairstylist; Anthony Wilson, Additional Hairstylist; Barbara Cantu, Additional Hairstylist
- \* Outstanding Main Title Design – Mark Gardner, Designer/Director; Steve Fuller, Designer/Director; Cara McKenney, Main Title Producer

Currently in its second season, *MAD MEN* has enjoyed widespread critical acclaim since its premiere and has earned a long list of honors, including Golden Globe Awards

for Best Television Series – Drama, and Best Performance by an Actor in a Television Series – Drama (Jon Hamm); an AFI Award as One of the Top 10 Outstanding Television Programs of 2007 and a Peabody Award, among many others.

Set in early 1960's New York, the series follows the lives of the ruthlessly competitive men and women of Madison Avenue advertising. Created, written and executive produced by Matthew Weiner ("The Sopranos"), the show stars 2007 Golden Globe winner Jon Hamm (THE DAY THE EARTH STOOD STILL), Elisabeth Moss ("The West Wing"), Vincent Kartheiser ("Angel"), January Jones (THREE BURIALS OF MELQUIADES ESTRADA), Christina Hendricks ("Kevin Hill") and John Slattery (FLAGS OF OUR FATHERS), and guest stars legendary stage and screen actor Robert Morse (HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING). Also starring are Michael Gladis ("Third Watch"), Aaron Staton (AUGUST RUSH), Rich Sommer (THE DEVIL WEARS PRADA) and Bryan Batt (JEFFREY).

### **ABOUT LIONSGATE**

Lionsgate is the leading next generation filmed entertainment studio with a major presence in the production and distribution of motion pictures, television programming, home entertainment, family entertainment, video-on-demand and digitally delivered content. The Company is leveraging its content leadership and marketing expertise through a series of partnerships that include the operation of the highly successful FEARnet branded channel with Sony and Comcast, the recent announcement of the fall 2009 launch of a new multiplatform entertainment venture with partners Viacom, Paramount Pictures and MGM, investment in the leading young men's digital distribution platform Break.com, ownership of the premier independent television syndication company Debmar-Mercury LLC and an alliance with independent filmed entertainment production and distribution company Roadside Attractions.

The Company's feature films have generated more than \$450 million at the North American theatrical box office in the past year and has also forged leadership positions in television and home entertainment with the production of such critically-acclaimed television series as "Weeds" and "Mad Men," the distribution of "Tyler Perry's House of Payne," "Family Feud," "South Park," "Trivial Pursuit," "The Wendy Williams Show" and Tyler Perry's "Meet the Browns," among others, and approximately 8% market share and the industry's leading box office-to-DVD conversion rate in home entertainment. Lionsgate handles a prestigious and prolific library of approximately 12,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate brand is synonymous with entrepreneurial innovation and original, daring, quality entertainment in markets around the globe.

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