

LIONSGATE

LIONSGATE EXPANDS HOME ENTERTAINMENT DISTRIBUTION FOR THE BELOVED CARE BEARS

Lionsgate Acquires Exclusive Home Entertainment Rights To The All-New Care Bears Television Series, A New Care Bears CGI-Animated Movie, And Extends The Studio's Rights To The Classic Care Bears Catalog

Lionsgate Also Obtains The Exclusive Distribution Rights To The Television Series Based On American Greetings' All-New, Great Tasting Property, Sushi Pack

SANTA MONICA, CA (January 7, 2009) – Lionsgate (NYSE: LGF), the leading next generation filmed entertainment studio, announced that they have extended their relationship with American Greetings Properties, the intellectual property and outbound licensing division of American Greetings Corporation (NYSE: AM), by acquiring the exclusive North American home entertainment distribution rights to numerous titles based on the beloved Care Bears. Additionally, Lionsgate has acquired the home entertainment distribution rights to the CBS television series based on the all-new American Greetings Property, Sushi Pack, which follows four pieces of sushi and a wad of wasabi who are brought to life with special powers to help rid the world of evil. Through the deal, Lionsgate obtains the rights to distribute the titles on DVD and electronic sell-through. The announcement was made today by Lionsgate Home Entertainment Executive Vice President of Marketing Anne Parducci and American Greetings Intellectual Property Group President & CEO Josef Mandelbaum.

Having been a core distributor of Care Bears product for the last five years – including the classic television series and direct-to-DVD CGI-animated features – Lionsgate is significantly expanding its Care Bears content through this deal. The studio has obtained the distribution rights to 48 episodes of the all-new Care Bears television series, “Care Bears: Adventures In Care A-Lot,” along with an all-new Care Bears CGI-animated movie scheduled to launch in Fall 2009. Additionally, Lionsgate extended its rights to the Classic Care Bears catalog.

“Expanding our relationship with American Greetings Properties has been a major priority for us in the family entertainment area.” said Parducci. “The Care Bears have been important and successful brand in our family entertainment portfolio for the last five years and we wanted to complement our existing product with new content. The new Care Bears television series and CGI movie are just the type of releases that the ever-growing fan base of parents and children are seeking from this beloved property – and Hasbro’s participation as the new master toy licensee promises to take the brand to even greater heights. We are also impressed with what the American Greetings Properties has accomplished in a very limited time with the new Sushi Pack property and look forward to participating in growing the brand into a kids favorite.”

“We are very excited to team up with Lionsgate and include new character brands and additional Care Bears entertainment,” said Mandelbaum. “These new entertainment releases will undoubtedly be a hit with both kids and parents alike and we look forward to a continued collaborative relationship to support these character brands in the marketplace.”

The deal with American Greetings Properties continues to build on Lionsgate's tremendous success distributing product from some of the most prominent family brands in the marketplace. Currently the fourth largest distributor in the children's non-theatrical home entertainment category with a 13% market share, Lionsgate releases to DVD a virtual who's-who in family entertainment brands, including *Speed Racer* and *Speed Racer: The Next Generation*, *Marvel™ Animated Features*, *Teenage Mutant Ninja Turtles*, Scholastic's *Clifford the Big Red Dog*, American Greetings' *The Care Bears*, HIT Entertainment's *Thomas & Friends™*, *Bob the Builder™*, *Barney™*, *Angelina Ballerina™*, MGA Entertainment's ever-popular *Little Tikes®* brand, Cookie Jar Entertainment's *The Doodlebops*, Nelvana's *Miss Spider's Sunny Patch Friends*, and *LeapFrog Enterprises, Inc.*, the leading developer of technology based learning products

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 Lionsgate 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," 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.

ABOUT AMERICAN GREETINGS PROPERTIES

American Greetings Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered nearly \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie and Madballs, as well as new properties Sushi Pack, Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online at www.agkidzone.com. For more information on AGP, visit www.agpbrands.com.

ABOUT AMERICAN GREETINGS CORPORATION

For more than 100 years American Greetings Corporation (NYSE: AM) has been a manufacturer and retailer of innovative social expressions products that assist consumers in enhancing their relationships. The Company's major greeting card brands are American Greetings, Carlton Cards and Gibson, and other paper product offerings including DesignWare party goods, American Greetings and Plus Mark gift-wrap and boxed cards and Date Works calendars. American Greetings also has the largest collection of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc., the company's online division. AG Interactive also offers digital photo sharing and personal publishing at PhotoWorks.com and Webshots.com and a one-stop source for online graphics, animations, emoticons, text generators, and more at Kiwee.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the [American Greetings Properties](http://AmericanGreetingsProperties.com) group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.8 billion, and its products can be found in [retail outlets](#) domestically and worldwide, including company owned American Greetings and [Carlton Cards](#) stores. For more information on the Company, visit <http://www.corporate.americangreetings.com>.

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