

# LIONSGATE®

## **LIONSGATE'S® *MAD MEN* TRIUMPHS AT PRIMETIME EMMYS® WITH AWARDS FOR OUTSTANDING DRAMA SERIES AND OUTSTANDING WRITING**

### **Series Receives Total of 6 Emmy® Awards and Makes History as First Basic Cable Program to Win Top Drama Series Prize**

SANTA MONICA, CA, (September 22, 2008) – LIONSGATE'S (NYSE: LGF) acclaimed AMC drama *MAD MEN* triumphed at the 60<sup>th</sup> Annual Primetime Emmy® Awards on Sunday, September 21 with wins for Outstanding Drama Series and Outstanding Writing for a Drama Series. This marks the first time a basic cable program has ever claimed the top drama series prize.

Sunday's wins brought *MAD MEN*'s total number of Emmy® Awards to six. The series picked up trophies for Art Direction, Cinematography, Hairstyling and Main Title Design at the September 13 Creative Arts Emmys® and received 16 total Emmy® nominations – the most of any drama series this year – and of any basic cable program in history.

“We're extremely proud of *MAD MEN* and want to thank the TV Academy for this tremendous recognition,” said Kevin Beggs, Lionsgate's president of programming and production. “We salute Matt Weiner, the outstanding cast and all the other exceptional artists involved in the making of this groundbreaking show.”

*MAD MEN*'s Primetime Emmy® Awards are:

\* Outstanding Drama Series – Matthew Weiner, Executive Producer; Tom Palmer, Co-Executive Producer; Scott Hornbacher, Lisa Albert, Andre Jacquemetton, Maria Jacquemetton, Producers

\* Outstanding Writing for a Drama Series – “Smoke Gets In Your Eyes” – Matthew Weiner, Written By

Produced by Lionsgate in association with AMC, *MAD MEN* is currently in its second season. The series has enjoyed widespread critical acclaim since its premiere and has earned a host 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; a Peabody Award; a Writers Guild Award for Best New Series; a DGA Award for Outstanding Directorial Achievement in Dramatic Series; an Art Directors Guild Award

for Excellence in Production Design; and TCA Awards for Program of the Year, Outstanding New Program and Outstanding Achievement in Drama.

Set in early 1960's New York, the series follows the lives of the ruthlessly competitive men and women of Madison Avenue advertising. Produced by Lionsgate in association with AMC, the series is created, written and executive produced by Matthew Weiner ("The Sopranos") and 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 highly successful FEARNet branded VOD and Internet horror channel with Sony and Comcast, the recent announcement of the fall 2009 launch of a new premium entertainment channel 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. Lionsgate also has forged partnerships with leading content creators, owners and distributors in key territories around the world, including Televisa in the U.S. and Latin America, StudioCanal in the UK, Hoyts and Sony in Australia and Eros International in India..

The Company has generated more than \$450 million at the North American theatrical box office in the past year and has released a string of hits including The Forbidden Kingdom, Tyler Perry's Meet The Browns, The Bank Job, Rambo, The Eye, Saw IV, Tyler Perry's Why Did I Get Married?, Good Luck Chuck, 3:10 To Yuma and War, most of which have opened at #1 or #2 at the box office. The Company 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 and The Dead Zone, 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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