

# LIONSGATE®

## LIONSGATE PROMOTES MICHAEL RATHAUSER TO SENIOR VICE PRESIDENT OF MARKETING

### Company Veteran To Oversee The Studio's Family Entertainment and Studio Canal Brands

**Santa Monica, CA and Vancouver, BC (November 20, 2008)** – Michael Rathauer has been promoted to Senior Vice President of Marketing for Lionsgate's (NYSE: LGF) home entertainment businesses, recognizing the nine-year veteran's significant contributions to the Company's fast-growing family home entertainment business, it was announced by Executive Vice President of Marketing Anne Parducci, to whom he will continue to report. Rathauer will continue to oversee the strategy, marketing and management for Lionsgate Family Entertainment as well as the StudioCanal library.

Lionsgate is the fourth largest distributor in the children's home entertainment category and, with its current 13.5% market share, has more than doubled its market share in the past few years. Rathauer has played a key role in helping to develop partnerships with some of the best known and most relevant brands in children's entertainment including Marvel, Scholastic, American Greetings, Mattel, MGA Entertainment and many more.

“Michael has been a loyal and valuable part of Lionsgate for almost a decade. He has shown an uncanny ability to market our family entertainment brands, and it is largely through his innovative ideas that our family business has grown to become one of the largest distributors of children's non-theatrical product in the industry.” said Parducci. “Michael's contributions will guide us through a very exciting time as we continue to grow our family business and prepare ourselves to capitalize on the continued growth of digital technology and Blu-ray.”

Under Rathauer's guidance, each of the first four Marvel animated direct to DVD features debuted as the number one title on the children's non-theatrical charts, and the four Marvel features have cumulatively shipped more than three million units. One of the division's other major brands, Bratz, has achieved sales of over 3.5 million DVDs since Lionsgate took over the brand in 2007. Rathauer also spearheaded the home entertainment launch of the Speed Racer: The Next Generation franchise, which marked Lionsgate's first-ever self-produced animated television series.

Lionsgate has recently continued its momentum in the family genre with the announcement of the studio's recent multiyear agreements with family entertainment leader HIT Entertainment, leading developer of technology-based learning products LeapFrog Enterprises, Inc. and leading consumer entertainment products company MGA Entertainment for the ever-popular *Little Tikes*® brand. In addition, 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*, MGA's *Bratz™*, Scholastic's *Clifford the Big Red Dog*, American Greetings' *The Care Bears*,. HIT Entertainment's *Thomas & Friends™*, *Bob the Builder™*, *Barney™*, *Angelina Ballerina™*, Cookie Jar Entertainment's *The Doodlebops* and Nelvana's *Miss Spider's Sunny Patch Friends*.

Rathauer has also been responsible for overseeing the prestigious StudioCanal library, which contains many of Lionsgate's most lucrative library titles including *Terminator 2: Judgment Day*, *Total Recall*, *Basic Instinct*, *Rambo*, and others. Under Rathauer's tenure, Lionsgate has been innovative in marketing and distributing the StudioCanal titles, most notably through the creation of a number of different umbrella labels to group the releases and give them a distinctive look at retail including *Meridian Collection* (*Mondays In The Sun*, *The Red Violin*, *Diva*, etc.), *The Director's Series* (*Jean-Luc Godard*, *Jean Renoir*, *Alfred Hitchcock*, etc.), and *The Celebrity Series* (*Brigitte Bardot*, *Catherine Deneuve*, *Sophia Loren*, etc.). At a time when catalog sales overall are flat, Lionsgate has achieved double digit growth in sales of the impressive catalog through a combination of gift set launches with distinctive packaging, packaging refreshes and BD launches.

Rathauer joined the company as a brand manager at Artisan Entertainment (which was subsequently acquired by Lionsgate). Some of his first duties with the company were to oversee the marketing and mass launch of the highly successful Baby Einstein brand. His duties also included the home entertainment release of many of the studio's biggest theatrical titles and DVD premieres including *Blair Witch 2: Book of Shadows*, *Requiem For A Dream* and *National Lampoon's Van Wilder*.

Prior to arriving at Lionsgate/Artisan, Rathauer began his professional career in advertising as he spent four years as an account executive with Grey Advertising and DDB in New York City. While at these agencies, he worked on a wide variety of high profile accounts including Post Cereal, Procter & Gamble, Pepsi Foods International and Anheuser Busch.

Michael graduated from the University of Virginia with a Bachelor of Arts degree in Economics and Foreign Affairs. He received a Masters of Business Administration degree from UCLA in 1999. He currently resides in Beverly Hills, California with his wife Juliana and daughter Sofia.

### **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.

\* \* \* \* \*

[www.lionsgate.com](http://www.lionsgate.com)

Contact:

Jodie Magid/Jennifer Sandler

Lionsgate

(212) 386-6885/(310) 255-4072

[jmagid@lionsgate.com](mailto:jmagid@lionsgate.com)/[jsandler@lionsgate.com](mailto:jsandler@lionsgate.com)