



**JWT Partners with Lionsgate® to Sponsor the First Season of the Groundbreaking AMC Television Series, *Mad Men*, On DVD**

**Agency Introduces the Golden Globe-Winning Series with a Pioneering 10-Second Spot**

**New York and Santa Monica, CA—July 1, 2008** —JWT announced today that it has entered into a unique agreement with Lionsgate® (NYSE: LGF) to include a 10-second JWT-branded advertisement on the 4-disc *Mad Men: Season One* DVD set, available in stores today. JWT's spot appears on the first disc of the set, and highlights JWT's impressive advertising history since 1864.

In a nod to its clients, past and present, the spot recreates the words "Mad Men" with animated letters comprised entirely of letters taken from the logos of global JWT clients. The only "real world" agency to be linked with the award-winning series, JWT is pioneering a new kind of relationship between television production and advertising agencies, while marketing directly to consumers, for the first time in history.

"JWT is honored to partner with Lionsgate on the first-ever consumer-facing advertising effort featuring an advertising agency," said Bob Jeffrey, JWT Worldwide Chairman and CEO. "Scandal and scotch aside, the series' Madison Avenue reveals the rich history of our industry, bringing to life the professional and cultural heritage that JWT has been a part of for more than a century."

Set in 1960's New York, the daring *Mad Men* series is about the lives of the ruthlessly competitive men and women of Madison Avenue advertising, a world where key players make an art of the sell while their private world gets sold. The series depicts the sexual exploits and social mores of this most innovative yet ruthless profession, while taking an unflinching look at the ad-men who shaped the hopes and dreams of Americans on a daily basis. The storylines of this drama unfold around the fictional, high profile Sterling Cooper Advertising Agency, which created advertising campaigns—from cigarettes to political candidates—better than anyone.

The *Mad Men: Season One* DVD set includes all 13 episodes of the first season and is loaded with special bonus materials including commentaries, featurettes that explore the world of "MAD MEN," all packaged in an original sleek, limited edition, metal Zippo lighter-style DVD case. The new season of *Mad Men* premieres July 27, Sundays 10/9C, only on AMC.

"We are thrilled to have the opportunity to partner with JWT, a leading brand name in the world of advertising. Lionsgate is always looking for new and innovative ways to market our DVD's

and to have JWT sponsor the *Mad Men*: Season One DVD presented a unique and original opportunity that we were truly excited about.” said Anne Parducci, Lionsgate Home Entertainment Executive Vice President of Marketing.

### **About JWT**

JWT is the world’s best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 85 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT’s pioneering spirit enables the agency to forge deep relationships with their clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, J&J, Kellogg’s, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT’s parent company is WPP (NASDAQ: WPPGY).

### **About Lionsgate**

Lionsgate is a 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 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 9% 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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