

Journey Film Group to Produce Season Three Special Features for Critically-Acclaimed *Mad Men* Series

Season three of Golden Globe and Emmy-Award winning series premiered on AMC August 16

Los Angeles, Calif.—September 1, 2009—Journey Film Group, a production company known for its socially themed content, today announced it will be producing the season three special DVD features for AMC’s award winning series, *Mad Men*. The project marks a broadening of content into mainstream/commercial production for Journey Film Group.

Journey Film Group partner, Cicely Gilkey, who was in charge of *Mad Men*’s special DVD features for the previous two seasons—both receiving rave reviews—will again be producing for season three. Journey Film Group’s production of the features will begin in September 2009 and a release date for the third season DVD is tentatively set for March 2010. *Mad Men* has won several awards including three Golden Globes, six Emmys, and a BAFTA. It is the first basic cable series to win the Emmy for Outstanding Drama Series and only the second cable series to do so.

“I am thrilled that Journey Film Group will be producing a project with such wide-spread critical acclaim,” said Journey Film Group’s CEO, Michael Cory Davis. “Cicely and I have collaborated together for years and her work is impeccable. It only makes sense Lionsgate would want her to produce the DVD features for a third consecutive season.”

Set in the 1960s, *Mad Men* is set at the fictional Sterling Cooper advertising agency on New York City’s Madison Avenue. The show centers on Don Draper, the agency’s creative director played by John Ham, and the people in both his personal and professional lives while depicting the changing social mores of 1960s America.

“I am really looking forward to continuing my relationship with Lionsgate and the *Mad Men* team,” said Journey Film Group partner, Cicely Gilkey. “I feel so privileged to work on such a high-caliber project year after year.”

About Lionsgate

Lionsgate is the leading next generation 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 an industry market share leader at the North American theatrical box office for calendar 2009 to date and has had recent theatrical box office successes that include Tyler Perry’s *Madea Goes To Jail*, which generated a \$41 million opening weekend, largest in Lionsgate history, *My Bloody Valentine 3D*, *Saw V*, *Religulous*, *Forbidden Kingdom*, *Rambo* and *The Bank Job*.

Lionsgate has also forged strong positions in television and home entertainment with the production of such critically-acclaimed television series as *Mad Men*, *Weeds* and *Crash*,

the distribution of Tyler Perry's *House of Payne*, *Family Feud* and *South Park* and upcoming shows including Tyler Perry's *Meet The Browns* and *The Wendy Williams Show*, as well as market share of nearly 7% 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 original, daring, quality entertainment in markets around the world.

About The Journey Film Group

Founded by Michael Cory Davis, an actor activist and award-winning filmmaker, Journey Film Group has played an integral part in the fight to end modern day slavery through its socially themed content. The company's first film, *Svetlana's Journey*, is a true story about a Bulgarian girl forced into prostitution and was used as a tool to educate countless victims and potential victims. In 2005, the film aired on Bulgaria's national television station and here in the U.S., it won the Hollywood Film Festival for Best Short Subject as well as the HD Festival for Best Short Subject, Best Dramatic Short and runner-up for Best Director.

In 2007, Journey Film Group produced its second film, a documentary, focusing on human trafficking in the U.S. Both films have been used by hundreds of organizations and institutions and law enforcement agencies to educate, enlighten, and motivate people to take action and get involved in the fight against human trafficking. Davis has appeared on *World News with Charles Gibson*, CNN, NBC, ABC, and KTLA news, bringing light to the issue. In 2008, Journey Film Group produced five PSAs for which Ashley Judd provided voiceovers.

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