

LIONSGATE

LIONSGATE EXTENDS RELATIONSHIP WITH MGA ENTERTAINMENT BY ACQUIRING EXCLUSIVE NORTH AMERICAN HOME ENTERTAINMENT RIGHTS TO *YUMMI-LAND*[™]

Distribution Deal Follows Agreement Between Lionsgate And MGA For *Bratz*[™] Home Entertainment And Theatrical Rights; First Title, *Bratz Fashion Pixiez*[™] DVD, Available February 27, 2007

SANTA MONICA, CA (February 8, 2007) – Lionsgate (NYSE: LGF), the leading independent filmed entertainment studio, announced that it has extended its relationship with leading consumer entertainment products company MGA Entertainment by acquiring the exclusive North American home entertainment distribution rights to MGA’s best-selling line of sweet-scented dolls, *Yummi-Land*[™] for their first-ever direct-to-DVD movie premiere. The deal follows on the heels of last year’s agreement between the two companies, which made Lionsgate the exclusive North American distributor for the expanding entertainment franchise *Bratz*[™], the extremely popular brand of fashion dolls. The announcement was made today by Lionsgate President Steve Beeks and MGA Entertainment CEO Isaac Larian.

The popular *Yummi-Land*[™] toy line is the fastest-growing non-*Bratz* property at MGA and ranks within the Top 10 of all US fashion dolls and accessory brands as well as a newly-expanded toy line planned for the fall. The first DVD release under this new deal, *Betsy Bubblegum’s Journey Through Yummi-Land*, will also premiere this fall and will be supported by an entire series of new *Yummi-Land*[™] toys featured in the movie.

“Expanding our relationship with MGA for their other properties was a priority for us when we signed the *Bratz*[™] deal,” said Beeks. “The phenomenal success they have had in such a short period of time with *Bratz*[™] and *Yummi-Land*[™] proves that there is no company better attuned to what today’s girl is looking for than MGA. *Yummi-Land*[™] is a wonderful property that lends itself perfectly to the type of high quality, engaging direct-to-DVD feature that has become the trademark of our children’s and family division.”

“We are very excited to be working with Lionsgate on our *Yummi-Land*[™] property in addition to our *Bratz*[™] property,” said MGA founder and CEO Isaac Larian. “Lionsgate has a great understanding of the kids’ entertainment market.”

Last November, Lionsgate acquired from Crystal Sky Pictures the U.S. distribution rights to the first live action feature film based on the popular *Bratz*[™] characters, tentatively titled *Bratz*[™]: *The Movie*. Crystal Sky Pictures is financing the live action feature film, directed by Sean McNamara (RAISE YOUR VOICE, TV’s “That’s So Raven”) and written by Susan Estelle Jansen (THE LIZZIE MCGUIRE MOVIE). MGA’s Isaac Larian, Arad Productions’ Avi Arad, and Crystal Sky’s Steven Paul are producing the picture, and Crystal Sky Pictures president Benedict Carver will executive produce. In addition, Lionsgate and MGA reached a deal that

provides the studio with the exclusive North American home entertainment distribution rights to future Bratz™ animated, direct-to-DVD features. The first title to be released under the deal will be *Bratz Fashion Pixiez™*, an all-new direct-to-DVD feature that is scheduled for release February 27.

In addition, MGA Entertainment's best-selling line of sweet-scented dolls, *Yummi-Land™*, has signed six major licensing agreements; Kids Headquarters (apparel), Franco (bedding), Mead (calendars), Saramax (sleep wear), Deco Pac (baking goods) and Modern Publishing (publishing).

ABOUT YUMMI-LAND™

MGA has a treat for girls who like their dolls extra sweet! From the makers of the award-winning Bratz™ fashion dolls comes the Candy Pop Girls™ of Yummi-Land™, new sweet-smelling dolls and pets with plenty of taste and strong *scents* of style! Check out Ruby Red Licorice™, Lucy Lollipop™, Katie Cotton Candy™, Taryn Taffy™ and Cara Caramel™, along with their pets at www.yummi-land.com - a super yummi-licious online environment! Website visitors can play games, take quizzes, get yummi downloads and learn more about all the Yummi-Land™ girls!

ABOUT LIONSGATE

Lionsgate is the leading independent filmed entertainment studio, winning this year's Best Picture Academy Award® for CRASH, generating two consecutive years of \$300 million-plus domestic theatrical box office, operating a \$500 million-plus home entertainment business and producing a broad slate of prime time television series for fiscal 2007. It is a premier producer and distributor of motion pictures, television programming, home entertainment, family entertainment, and video-on-demand content. Its prestigious and prolific library of more than 10,000 titles is a valuable source of stable, recurring revenue and a 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 MGA ENTERTAINMENT

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes such brands as the award-winning Bratz™, Bratz Babyz™, Bratz Kidz™, Lil' Bratz™, Yummi-Land™, Storytime Collection™, Rescue Pets™, Miuchiz™ and the newly acquired Little Tikes™ brand. MGA has also acquired worldwide licensing rights for Zapf Creation™. For more information please visit: www.mgae.com www.bratz.com www.littletikes.com

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