



March 11, 2008

## **The BRATZ Make Their Animated Musical Debut on the Big Screen for One Day Only in 'BRATZ: Girlz Really Rock'**

**National CineMedia's Fathom, LIONSGATE(R) and MGA Entertainment Present One-Day Special Event on Saturday, April 19th in Nearly 400 Select Movie Theatres Nationwide**

CENTENNIAL, Colo., Mar 11, 2008 (BUSINESS WIRE) -- The highly popular BRATZ dolls star in their first animated musical in "BRATZ: Girlz Really Rock," featuring new songs and a new character, in a one-day special event on Saturday, April 19th at 10 a.m. local time in select movie theatres nationwide. In "BRATZ: Girlz Really Rock" the girls are accepted to Camp Starshine, a summer camp for the performing arts. The girls are looking forward to a summer of fun camp activities, learning new skills and enjoying making new friends like Anna, an accomplished ballerina. When the girls take the stage at the camp talent contest, they learn that it's all about working hard, shining like a star and that friendship is the greatest prize of all. Tickets for this special one-time-only event are available at presenting theatre box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of presenting theatre locations and prices please visit the website (theatres are subject to change).

Presented by National CineMedia's (NCM) Fathom, in partnership with LIONSGATE(R) and MGA Entertainment, the "BRATZ: Girlz Really Rock" in-theatre event will also showcase a never-before-seen interview with Jasmin Larian, the namesake for the Bratz character "Yasmin" and daughter of MGA Entertainment CEO Isaac Larian as well as a never-before-seen Bratz TV episode. The Bratz brand launched in 2001 and more than 150 million dolls have been sold to date. The phenomenon also includes cartoon series, movies, toys, clothing and books.

"The Bratz enjoy an extremely large and loyal following and we wanted to join with NCM to give fans of the property this one-time chance to watch their favorite dolls on the big screen," said Anne Parducci, executive vice president of marketing for Lionsgate. "When Lionsgate joined forces with MGA on Bratz, this is the exact type of feature we envisioned bringing to the family as a whole - a fun-filled experience that delivers important messages of empowerment and friendship."

Debuting a new character and eight new songs, "BRATZ: Girlz Really Rock" shows girls that winning sometimes isn't everything. Although the Bratz get wrapped up in the competitive culture of camp, they soon realize friendship is more important than winning and decide to perform in the talent contest as a unified band. Anna, the new Bratz character, makes her debut in this theatrical event as the talented ballet dancer who befriends the Bratz and dances to an original Bratz song.

"Bratz have always promoted individuality and self-expression," said Larian, president and CEO of MGA Entertainment. "What better way for a girl to express herself than through music? This movie epitomizes all the ideals and morals that Bratz have always stood for and girls will have fun following their favorite characters through their adventures at Camp Starshine."

"BRATZ: Girlz Really Rock" appears on the big screen in high-definition with Cinema Surround Sound in nearly 400 participating AMC, Cinemark USA Inc., Goodrich Quality Theaters, Georgia Theatre Company, Kerasotes ShowPlace Theatres, Loeks Movie Theatres & Cinema, Malco Theatres, National Amusements and Regal Entertainment Group movie theatres as well as the Penn Cinema (Lititz, PA) and State Theatre (State College, PA) through NCM's exclusive Digital Broadcast Network.

"NCM Fathom is proud to again team up with Lionsgate and MGA to bring the extremely popular 'Bratz' girls animated musical debut to movie theatre screens nationwide," said Dan Diamond, vice president of NCM Fathom. "Moms, dads and kids will really enjoy this rockin' event that not only entertains, but also sends an important message that friendships are important - no matter what age you are."

LIONSGATE(R) will release "BRATZ: Girlz Really Rock" on DVD in Fall 2008.

About LIONSGATE(R)

Lionsgate is the leading independent filmed entertainment studio and is a premier producer and distributor of motion picture, television programming, home entertainment, family entertainment, video-on-demand and digitally-delivered content. Its prestigious and prolific library of nearly 12,000 motion picture titles and television episodes is a stable 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 globe.

About MGA Entertainment, Inc.

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 decor, stationery and sporting goods. The MGA family includes such brands as the award-winning Bratz(TM), Be-Bratz.com(TM), Bratz Babyz(TM), Bratz Kidz(TM), Lil' Bratz(TM), Yummi-Land(TM), Rescue Pets(TM) and the newly acquired Little Tikes(R) brand. MGA has also acquired worldwide licensing rights for Zapf Creation(R). For more information please visit [www.mgae.com](http://www.mgae.com), [www.bratz.com](http://www.bratz.com) and [www.littletikes.com](http://www.littletikes.com).

About National CineMedia, Inc.

NCM LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark USA Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its FirstLook pre-feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 15,250 screens of which over 13,200 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 169 Designated Market Areas(R) (49 of the top 50). During 2007, approximately 542 million patrons attended movies shown in theatres owned by the NCM LLC founding members (excluding Loews). National CineMedia, Inc. (NASDAQ: NCMI) owns a 44.8% interest in and is the managing member of NCM LLC. For additional information, visit [www.ncm.com](http://www.ncm.com) or [www.FathomEvents.com](http://www.FathomEvents.com).

SOURCE: National CineMedia

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