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LIONSGATE LEVERAGING THISMOMENT'S REAL-TIME PLATFORM TO LAUNCH FIRST CONNECTED, INTERACTIVE BRAND CHANNEL ACROSS YOUTUBE, FACEBOOK AND MYSPACE FOR UPCOMING FEATURE FILM, "KICK-ASS"

thisMoment's new Distributed Engagement Channel™ enables the "KICK-ASS" community to connect across multiple social websites

SAN FRANCISCO – (March 2, 2010) – [thisMoment](#), a company focused on creating engaging experiences at the point where social media, mobile devices, and the real-time Web collide, today announced that Lionsgate is leveraging its real-time publishing platform to engage fans of its upcoming feature film, KICK-ASS, across multiple social environments. thisMoment's new Distributed Engagement Channel (DEC), is enabling Lionsgate to deploy a single interactive brand channel in its entirety across YouTube, Facebook Platform and MySpace, publish user-generated and official multimedia content, and capture a stream of real-time updates about the film through one, simple content management system.

"thisMoment's platform allows us to tie the social web together and connect with our fans in a very innovative and creative way," said Danielle DePalma, vice president of marketing for Lionsgate. "Partnering with thisMoment gives us the ability to manage our channel content and our entire social media presence through one interface, which helps us create a much more cohesive experience around KICK-ASS."

The KICK-ASS channel on [YouTube](#), [Facebook](#) and [MySpace](#) will include several interactive features aimed at increasing fan engagement and the reach of KICK-ASS content. Playing on the film's theme, fans will be invited to submit a photo or video of their "Best Kick Ass Moves" which will appear in a multimedia player that seamlessly integrates user-generated photos and videos with official content from the studio. All multimedia content on the channel can then be shared with a user's own social graph, extending the reach of that content even further. In addition, fans will be able to view a stream of real-time updates about the film pulled from Facebook, MySpace, YouTube and Twitter, get movie showtimes, purchase tickets and more. User interactions such as uploads and comments will also be synced in real time across all instances of the channel, allowing KICK-ASS fans to communicate with each other and creating one connected community around the film.

thisMoment's Distributed Engagement Channel (DEC) enables a single interactive brand channel to be distributed in its entirety to multiple social environments, including Facebook, MySpace, YouTube, the brand site and the iPhone. The DEC, which is fully-customizable, features a seamless real-time connection between all environments in which it is deployed and allows brands to leverage one simple CMS to publish and manage content. User generated submissions can be uploaded directly to the channel or pulled from a user's existing social media library, and can be moderated by the brand before or after posting. The DEC also features robust programming capabilities and social activity reporting (e.g. uploads, shares, comments, streams, etc.) either by the specific environment or in aggregate.

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A customized version of the Distributed Engagement Channel – dubbed the “thisMoment Gadget” - is now available to Google advertisers as an upgrade to YouTube brand channels.

“We’re excited to be powering the first truly connected, interactive channel across multiple social environments,” said Vince Broady, CEO and co-founder of thisMoment. “Partnering with Lionsgate and working with Google are important validations of the power of our platform, the simplicity of our CMS, and our ability to help companies unlock the full value of their branded content assets by transforming them into world-class interactive experiences.”

To view the Lionsgate channel on YouTube, visit: <http://www.youtube.com/lionsgatelive>; on Facebook, visit: <http://apps.facebook.com/kickass-tm/>; on MySpace, visit: <http://www.myspace.com/kickassmovie>.

For more information about how to leverage thisMoment’s Distributed Engagement Channel, brands can either contact their Google sales representative or send an email to sales@thisMoment.com. For more information about thisMoment visit: <http://www.thisMoment.com>.

About thisMoment

thisMoment (www.thismoment.com) is a company that creates engaging experiences for brands and consumers at the point where social media, mobile devices, and the real-time Web collide. Its offerings are built on the @thisMoment platform, a real-time, distributed, social content management system. The company’s flagship product is the Distributed Engagement Channel™ (DEC), which manages branded, user-generated, and Web content across multiple social environments including YouTube, Facebook, MySpace, and the iPhone. thisMoment also offers a Custom Solutions program to provide turnkey interactive media solutions for brands, publishers, and agencies. For consumers, the company offers its critically-acclaimed lifestreaming service at share.thisMoment.com. Founded in April 2008, and headquartered in San Francisco, thisMoment is the latest creation of a team that over the last 15 years has designed and managed some of the Web’s biggest consumer properties, including GameSpot, MP3.com, TV.com and, more recently, led the Yahoo! Entertainment portfolio (Yahoo! Movies, Music, Games, OMG!, TV and Video) and its Brand Universe initiative.

About Lionsgate

Lionsgate (NYSE: LGF) is the leading next generation studio with a strong and diversified presence in the production and distribution of motion pictures, television programming, home entertainment, family entertainment, video-on-demand and digitally delivered content. The Company has built a strong television presence in production of prime time cable and broadcast network series, distribution and syndication of programming through Debmar-Mercury and an array of channel platform assets. Lionsgate currently has nearly 20 shows on 10 different networks spanning its prime time production, distribution and syndication businesses, including such critically-acclaimed hits as “Mad Men,” “Weeds” and “Nurse Jackie,” along with new series such as “Blue Mountain State” and the syndication successes “Tyler Perry’s House Of Payne,” its spinoff “Meet The Browns” and “The Wendy Williams Show.” Its feature film business has generated more than \$400 million at the North American box office in the past year, including the recent critically-acclaimed hit PRECIOUS, which has garnered \$45 million at the North American box office and earned six Academy Award® nominations. The Company’s home entertainment business has grown to more than 7% market share and is an industry leader in box office-to-DVD revenue conversion rate. 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 remains synonymous with original, daring, quality entertainment in markets around the world.

About KICK-ASS

“How come nobody’s ever tried to be a superhero?” When Dave Lizewski – ordinary New York teenager and rabid comic-book geek dons a green-and-yellow internet-bought wetsuit to become the no-nonsense vigilante, Kick-Ass, he soon finds an answer to his own question: because it hurts. But, overcoming all the odds, the eager yet inexperienced Dave quickly becomes a phenomenon, capturing the imagination of the public. However, he’s not the only superhero out there – the fearless and highly-trained father-daughter crime-fighting duo, Big Daddy and Hit-Girl have been slowly but surely taking down the criminal empire of local Mafioso, Frank D’Amico. And, as Kick-Ass gets drawn into their no-holds-barred world of bullets and bloodletting with Frank’s son, Chris, now reborn as Kick-Ass’s arch-nemesis, Red Mist - the stage is set for a final showdown between the forces of good and evil - in which the DIY hero will have to live up to his name. Or die trying...

Directed by Matthew Vaughn, from a screenplay by Jane Goldman & Matthew Vaughn, and based on the comic written by Mark Millar and John S. Romita Jr. Lionsgate and MARV present a MARV Films / Plan B production.

For more information please visit www.kickass-themovie.com.

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