



**COMIC-CON INTERNATIONAL AND LIONSGATE UNVEIL LAUNCH PLANS FOR
COMIC-CON HQ, INCLUDING OFFICIAL NAME
AND LOGO FOR NEW SVOD CHANNEL**

*Comic-Con HQ to Roll Out with Free Beta Access on May 7
and Official Launch in June*

*Original Content at Launch to Include San Diego Comic-Con Programming Along with
Original Scripted and Unscripted Series Kings of Con, Impossible Science and Previously-
Announced Her Universe Fashion Show*

*Platform Will Also Offer Entertainment News and Commentary Featuring a Full Slate of
Daily and Weekly Programs, with G4 Stars Kevin Pereira and Adam Sessler Executive
Producing Select Shows*

SANTA MONICA and SAN DIEGO, California, March 14, 2016 – Comic-Con International and Lionsgate (NYSE:LGF) today unveiled launch plans for Comic-Con HQ, their newly named subscription video-on-demand (SVOD) platform debuting shortly before San Diego Comic-Con this Summer. Comic-Con HQ will launch with free beta access on May 7 with its official premiere in June leading up to Comic-Con International: San Diego in July.

The ad-free streaming service will feature an evolving slate of programming including original scripted and unscripted series, recurring daily and weekly entertainment commentary, plus unique access to a growing library of live and archival programming from their world-class events, a highly-curated selection of film and TV genre titles, and behind-the-scenes access and bonus features from genre titles that defy and define pop culture.

“For nearly half a century, Comic-Con has served as the definitive common ground where the fans of genre entertainment come together to express their passion for comics and pop culture,” said Seth Laderman, EVP and General Manager for Comic-Con HQ. “Comic-Con HQ aspires to extend that exchange 365 days a year, bringing everything we love about Comic-Con to the world in ways never before seen and experienced. The new platform will provide a year-round destination to enjoy all facets of the community and access the vast diversity of content the world has come to expect from the largest and longest-running pop cultural celebration of the year.”

“CCHQ is welcoming both attendees and fans new to the Comic-Con phenomenon to join our community and enjoy all aspects of the experience in ways never before imagined,” said David

Glanzer, Chief Communications and Strategy Officer for Comic-Con International. “Lionsgate is a terrific partner in this venture and uniquely qualified to provide quality programming that speaks directly to our fans. We’re excited to see what we can accomplish with a dedicated Comic-Con channel 365 days a year.”

Comic-Con HQ’s slate of original, licensed and live programming for the Comic-Con community and genre enthusiasts everywhere will include:

- **Recurring daily and weekly programs** featuring well-known personalities curating entertainment news and commentary across all facets of pop culture. G4 alum Adam Sessler (*X-Play*) will executive produce programs on comics, science and gaming, along with hosting his own insightful 1:1 interview series. Fellow G4 star Kevin Pereira (*Attack of the Show*) and his company Attack Media will executive produce an entertainment pop culture news show and a late night talk show format. Other formats on the fast track are two roundtable discussion shows, one weekly movie talk in partnership with Complex’s Collider inspired by their popular *Collider Movie Talk* series, and another all-female panel on pop culture from a female perspective.
- **Original scripted and unscripted series** debuting on the platform include: the scripted comedy series *Kings of Con* inspired by real-life fan convention experiences from *Supernatural* stars Richard Speight and Rob Benedict; the science entertainment program *Impossible Science* starring world champion illusionist Jason Latimer, who explores breakthrough technologies capable of achieving his seemingly impossible feats of magic with real science; and the formerly announced unscripted series with fangirl fashion company and lifestyle brand, *Her Universe*, hosted by founder and actress Ashley Eckstein, following contestants as they design their geek couture concepts for the catwalk of a live San Diego Comic-Con fashion show in July. These series are the first of many originals to be revealed in the weeks leading up to SDCC.
- **Unparalleled San Diego Comic-Con access** with live-streamed CCHQ programming, airings of select Comic-Con panels, and immersive access to the convention floor and sanctioned events never before available to the public such as the Masquerade and the Eisner Awards. Members will enjoy interviews and previews available only on CCHQ in a growing library of new and archival panels, bonus features, behind-the-scenes previews and more.
- **An eclectic collection of licensed film & TV series** featuring genre greats and hidden gems from science-fiction, fantasy, cult classics, action/adventure and horror.

More news about upcoming programming and partnerships will be announced in the coming weeks. Anyone can now pre-register for free beta access on www.Comic-ConHQ.com to enjoy a full platform of programming starting Free Comic Book Day on May 7 via their browsers and iOS/Android devices. The paid subscription service will roll out across more connected devices in the months to come such as Roku, AppleTV and Xbox One, with additional devices and distribution platforms becoming available throughout the year.

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ABOUT LIONSGATE

Lionsgate is a premier next generation global content leader with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, new channel platforms, video games and international distribution and sales. The Company has nearly 80 television shows on 40 different networks spanning its primetime production, distribution and syndication businesses. These include the critically-acclaimed hit series *Orange is the New Black*, the multiple Emmy Award-winning drama *Mad Men*, the hit broadcast network series *Nashville*, the syndication successes *The Wendy Williams Show* and *Celebrity Name Game* (with FremantleMedia), the breakout series *The Royals* and the Golden Globe-nominated dramedy *Casual*.

Its feature film business has been fueled by such successes as the blockbuster *Hunger Games* franchise, the first two installments of the *Divergent* franchise, *Sicario*, *The Age of Adaline*, CBS/Lionsgate's *The DUFF*, *John Wick*, *Now You See Me*, Roadside Attractions' *Love & Mercy* and *Mr. Holmes*, Lionsgate/Codeblack Films' *Addicted* and Pantelion Films' *Instructions Not Included*, the highest-grossing Spanish-language film ever released in the U.S.

Lionsgate's home entertainment business is an industry leader in box office-to-DVD and box office-to-VOD revenue conversion rates. Lionsgate handles a prestigious and prolific library of approximately 16,000 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 and Summit brands remain synonymous with original, daring, quality entertainment in markets around the world. www.lionsgate.com

ABOUT COMIC-CON INTERNATIONAL

Comic-Con International (CCI) is a nonprofit educational organization dedicated to creating awareness of, and appreciation for, comics and related popular artforms, primarily through the presentation of conventions and events that celebrate the historic and ongoing contribution of comics to art and culture. Its flagship event, Comic-Con International, has grown from 300 attendees in the basement of San Diego's U.S. Grant Hotel in 1970 to well over 130,000 fans from around the world in 2015, marking its evolution into a staple of popular culture and the largest and longest-running comics and popular arts convention in America. In addition to its San Diego convention each summer (the world's largest comics convention of its kind), CCI organizes WonderCon each spring. www.comic-con.org

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