



**LIONSGATE ANNOUNCES “HOWLINGLY” FUN,
FAMILY-ORIENTED PROMOTIONS IN SUPPORT OF
ALPHA AND OMEGA HOME ENTERTAINMENT RELEASE**

**Partnerships With Great Wolf Resorts and Defenders of Wildlife Feature
Alpha and Omega Blu-ray Combo Pack and DVD Discounts, Special Hotel Offers,
Unique “Adopt a Wolf” Promotion and More**

Santa Monica, CA – December 20 2010 – Lionsgate, the leading independent film entertainment studio, today announced two fun, “fur-tastic” partnerships on behalf of the Home Entertainment release of *Alpha and Omega* (available on Blu-ray Combo Pack, DVD, Digital Download or Video on Demand). The studio has teamed up with Great Wolf Resorts, Inc.[®], North America's largest family of indoor waterpark resorts, to create a number of cross-promotional deals resulting in discounts for both companies’ products. In addition, Lionsgate has partnered with Defenders of Wildlife, a leading advocate for innovative solutions to safeguard wildlife, for a special *Alpha and Omega*-branded “Adopt a Wolf” donation promotion. *Alpha and Omega* — a heartwarming animated movie about wolves, featuring the voices of Justin Long (*Alvin and the Chipmunks: The Squeakquel*), Hayden Panettiere (TV’s “Heroes”), Dennis Hopper (*Speed*), Danny Glover (*Dreamgirls*) and Christina Ricci (*Speed Racer*) — hits retail on January 11, 2011.

As part of its promotional initiative with Great Wolf Resorts, Lionsgate will package in both the *Alpha and Omega* Blu-ray Combo Pack and DVD an insert for \$50 off a two night booking at any of the company’s 10 U.S. Great Wolf Lodge[®] resort locations nationwide. In return, Great Wolf Resorts will include a \$5.00 discount code for the Blu-ray or DVD within each of its pre-arrival emails. Great Wolf Resorts will also promote the title with prominent lobby signage and content running on its in-lodge television channel. The resorts will also integrate the feature film into its “Cub Club[™]” – a special arts and crafts activities area for kids within its resorts. As part of the excitement, each Cub Club will use full-sized *Alpha and Omega* posters and other themed items as giveaways. Both companies will promote the offers on their websites.

Under the terms of Lionsgate’s deal with Defenders of Wildlife, the *Alpha and Omega* DVD will be a featured premium within special *Alpha and Omega*-branded “Adopt a Wolf” donation packages, which will be available on the nonprofit organization’s website. Lionsgate will provide copies of the

DVD to be given to people who reach certain donation price-points as well as encourage adoptions through video on demand platforms. To promote the donation package and the ***Alpha and Omega*** home entertainment release, Defenders of Wildlife will host a video culled from the bonus feature titled “Wolves in the Wild.” Both companies will also promote the partnership via their websites and social media channels.

“The importance of family and wildlife preservation are major themes of ***Alpha and Omega***. With that in mind, we are looking to join forces with organizations that are among the leaders in promoting these same values,” said Michael Rathauer, SVP of Marketing at Lionsgate Home Entertainment. “Great Wolf Lodge resorts are among the most popular and exciting family-oriented destinations in North America, while Defenders of Wildlife is a leading advocate for the protection and safety of those animals who cannot speak up to protect themselves. Both organizations will not just help market the movie, but will use it to bring joy and value to their core audiences.”

“We’re thrilled with the opportunity to partner with an entertainment industry leader like Lionsgate,” said Nikki Donofrio, SVP of Strategic Brand Marketing for Great Wolf Resorts. “The good feelings people have while enjoying top-quality movies together make this partnership as much about creating wonderful childhood memories as offering top-notch family entertainment at our resorts.”

“***Alpha and Omega*** is an adorable film that teaches kids the basics about wolves with a fun and heart-warming story. It’s like the *Lion King* for the Rocky Mountains,” said Suzanne Stone, Northern Rockies representative for Defenders of Wildlife. “I was there on the ground when wolves were restored to Idaho after a 50-year absence, launching one of the greatest success stories in conservation. ***Alpha and Omega*** reminds us just how far we’ve come. Having wolves in Idaho is no longer pure fiction; they’re here to stay.”

ABOUT ALPHA AND OMEGA

Alpha and Omega follows the adventure of two wolves on their journey home after being relocated across the nation. The Blu-ray Combo Pack and DVD offer tons of bonus content that the whole family will enjoy, including featurettes, animal trivia, a deleted scene and a Log Sliding interactive game. The “pawsome” journey comes home on January 11, 2011 and will be available on DVD for \$29.98 and Blu-ray Combo Pack for the suggested retail price of \$39.99. The movie is also available day and date on digital download and video-on-demand.

ABOUT LIONSGATE®

Lionsgate 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, channels, 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 assets. Lionsgate currently has 15 shows on more than 10 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 “Running Wilde” and the syndication successes “Tyler Perry’s House Of Payne”, its spinoff “Meet The Browns”, “The Wendy Williams Show” and the recently announced “Are We There Yet?”.

Its feature film business has generated such recent hits as THE EXPENDABLES, which was #1 at the North American box office for two weeks this past summer, THE LAST EXORCISM, TYLER PERRY’S WHY DID I GET MARRIED TOO?, KICK ASS and the critically-acclaimed PRECIOUS, which won two Academy Awards(R). 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 GREAT WOLF RESORTS

Great Wolf Resorts, Inc.^(R) (NASDAQ: WOLF), Madison, Wis., is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge^(R) and Blue Harbor Resort^(TM) brands. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; and Charlotte, N.C.; and Blue Harbor Resort & Conference Center in Sheboygan, Wis. Through Great Wolf Resorts' environmental sustainability program, Project Green Wolf^(TM), the company is the first and only national hotel chain to have all U.S. properties Green Seal^(TM) Certified - Silver.

The company's resorts are family-oriented destination facilities that generally feature 300-600 rooms and a large indoor entertainment area measuring 40,000-100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness rooms, themed restaurants, spas, supervised children's activities and other amenities. Additional information may be found on the company's website at www.greatwolf.com.

ABOUT DEFENDERS.ORG

Defenders of Wildlife is dedicated to the protection of all native animals and plants in their natural communities. With more than 1 million members and activists, Defenders of Wildlife is a leading advocate for innovative solutions to safeguard our wildlife heritage for generations to come. For more information, visit www.defenders.org.

###

Press Contacts

For Lionsgate Home Entertainment:

Mark Karges/ Robyn Cucurullo

212-689-6360

mark_karges@bhimpact.com / robyn_cucurullo@bhimpact.com

For Great Wolf Resorts:

Steve Shattuck

For Defenders of Wildlife:

Cat Lazaroff

sshattuck@greatwolf.com

202-772-3270

clazaroff@defenders.org