

RAD RIVER

Mobile Content Distribution



175 Market St., Boston, MA 02135
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WWW.RADRIVER.COM

Press Release

Connecticut/ Berlin/ Los Angeles- RadRiver.com is pleased to announce that it has been selected by Lions Gate Entertainment and Baby New Year Music to be the exclusive distributor of mobile content for their holiday television show, **Dear Santa** produced in conjunction with Fox Entertainment, Full Circle Entertainment, and the United States Postal Service.

The reality show will be based on a selection of the most compelling letters the US Postal Service receives from children and families asking for Santa's help. The dramatic stories of these families will be told as their holiday dreams are fulfilled with the help of the show sponsors, 7-Eleven, Inc. and Jeep® Brand.

RadRiver.com will distribute music and mobile streaming video for the television show and its music album produced in conjunction with the television special. The album will include both original Christmas songs and four of the top ten most played Christmas classics. Alicia Keys, Nick Lachey and American Idol finalist Vonzell Solomon are among the stars featured on the CD, along with Nat King Cole's "The Christmas Song" and Andy Williams' "It's the Most Wonderful Time of Year. RadRiver.com will be the exclusive distributor for Lions Gate and Baby New Year for ring tones, real tones, wall paper, music, streaming video and mobile content.

"We are pleased and excited to have been selected by the BNY Music team and Lions Gate to distribute their content into the fast growing arena of mobile content. We look forward to a continued relationship with Lions Gate and BNY Music," said Kyle Klewin, principle owner of RadRiver.com

About RadRiver.com

With offices in Berlin, Germany and the United States, RadRiver.com is a privately held world wide producer and distributor of mobile content for portable hand held devices. We currently hold distribution agreements with such companies as Media Piazza, Synergenix, Lions Gate, and BNY Music.

About Lions Gate

Lions Gate Entertainment Corp. engages in the development, production, and distribution of feature films, television series, television movies and miniseries, nonfiction programming, and animated programming. Its theatrical movies include its in house production and films acquired from third parties. The company distributes a library of approximately 6,200 motion picture titles and 1,800 television episodes and programs directly to retailers, video rental stores, and pay and free television channels, and indirectly to international markets through third parties. Lions Gate Entertainment also owns and operates a film and television production studio in Vancouver, British Columbia, which provides sound stages, production offices, construction mills, storage facilities, and lighting equipment.



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