

**NEW LINE CINEMA NAMES CHRIS CARLISLE
PRESIDENT OF DOMESTIC THEATRICAL MARKETING**

Creative, Award-Winning Executive Brings Innovative Approach To Studio

LOS ANGELES (August 30, 2007) – Chris Carlisle, formerly head of marketing for FOX Broadcasting and the FX television network, has joined New Line Cinema as its new President of Domestic Theatrical Marketing, it was announced today by New Line Co-Chairmen and Co-CEOs Bob Shaye and Michael Lynne.

He will report directly to Rolf Mittweg, New Line's President and COO of Worldwide Marketing and Distribution. Carlisle will co-report to Toby Emmerich, New Line's President of Production, on creative materials.

At New Line, Carlisle will assume direct oversight of all marketing efforts for the studio including creative advertising, media buying and planning, national promotions, publicity and corporate communications, research, and interactive marketing. He will be based in New Line's Los Angeles headquarters beginning on August 20.

"Chris has a very strong creative background, and an impressive track record of creating distinctive marketing campaigns that really resonate with the public," comments Shaye.

"He brings with him a fresh and unique perspective that will benefit our films and corporate branding. We're delighted to have a marketer of his caliber join our team," adds Lynne.

As head of marketing for FOX and FX, Carlisle has developed a reputation as a savvy marketer of challenging properties with unlikely protagonists such as

“House,” “The Shield,” and “Rescue Me.” He is known as a hands-on creative executive who has directed dozens of film shoots for launch and image campaigns and, in the past, has gone so far as to actually shoot his own campaign photography (including a shot of Michael Chiklis that was used in “The Shield’s” billboard campaign).

“I wish him well even though it’s a dagger through my heart that he’s leaving,” said James L. Brooks, executive producer of “The Simpsons” who has worked closely with Carlisle over the course of the show’s successful run.

At FOX, Carlisle spearheaded a number of innovative marketing strategies including the aggressive use of emerging technologies in his campaigns. He oversaw the formation of an in-house ad agency dubbed Fox Infinity which services many divisions of Newscorp; began programming original vignettes to run during ad breaks; launched the first broadcast initiative to offer free streaming episodes online; launched FOX audio podcasts; and created a groundbreaking sampling program that rolled out more than 2 million DVDs featuring the pilot episode of “House” in 2004 through Entertainment Weekly and People magazines.

During the first year of his tenure at FOX, Carlisle guided the network to its first #1 ranking in the coveted 18-49 demo in its 19-year history, which he sustained throughout his three years with the network. He was integral in cultivating the “American Idol” phenomenon – helping turn the series into the highest rated show on air – and was also behind the successful campaigns of “House” and “24,” which have also become top-rated and award-winning shows.

As head of marketing at FX, Carlisle led the network’s rebranding and turnaround by overseeing launch campaigns for such breakout and award-winning series as “The Shield,” “Nip/Tuck,” and “Rescue Me,” and a string of acclaimed made-for-

TV movies including “Redemption,” starring Jamie Foxx and “A Glimpse of Hell” starring James Caan. For his extraordinary launching and branding efforts, Carlisle was named an Ad Age “Entertainment Marketer of the Year” in 2004.

Comments Carlisle, “New Line has an incredible entrepreneurial spirit that has fueled its success and entertained audiences around the world. I am thrilled to join the studio’s executive team and look forward to working closely with Bob Shaye, Michael Lynne, Rolf Mittweg and Toby Emmerich and some amazing filmmakers on an exciting slate of movies. I’m eager to take New Line’s marketing into the future with engaging campaigns that connect with audiences at every touch point.”

Over the past three years, Carlisle’s marketing campaigns have earned him recognition as Broadcasting & Cable’s “Brand Builder of the Year.” He has also won nine PROMAX Awards, five BDA Awards, and Television Week’s “Campaign of Distinction” Award for “House.”

On the feature film side, Carlisle has previously worked as a Senior Vice President of Worldwide Creative Advertising for Warner Bros. Studios where he developed campaigns for feature films including *Space Jam* and *City of Angels*. Carlisle’s resume also includes stints as ABC and NBC. At ABC, he launched and marketed hit shows including “NYPD Blue,” “Roseanne,” “Home Improvement” and “Coach” among others.

Carlisle began his career at NBC where he launched and marketed such hit series as “Seinfeld,” “Cheers,” “Cosby,” “Hill Street Blues,” “Saturday Night Live,” NBC News and many more. He also wrote and produced a primetime special for the 15th anniversary of “Saturday Night Live” hosted by Dennis Miller.

He is a member of the Writers Guild of America and the Academy of Television Arts & Sciences.

New Line Cinema's Upcoming Releases:

New Line Cinema's upcoming release slate includes: ***Rush Hour 3***, starring Chris Tucker and Jackie Chan and directed by Brett Ratner; ***Shoot 'Em Up***, starring Clive Owen and Paul Giamatti and directed by Michael Davis; ***Mr. Woodcock*** starring Billy Bob Thornton, Seann William Scott and Susan Sarandon and directed by Craig Gillespie; ***Rendition***, starring Reese Witherspoon, Jake Gyllenhaal and Meryl Streep and directed by Gavin Hood; ***Martian Child***, starring John Cusack and Amanda Peet and directed by Menno Meyjes; ***Love In The Time of Cholera***, starring Javier Bardem and directed by Mike Newell; ***The Golden Compass***, starring Nicole Kidman and Daniel Craig and directed by Chris Weitz; ***Be Kind Rewind***, starring Jack Black and directed by Michel Gondry; ***Semi-Pro***, starring Will Ferrell and directed by Kent Alterman; ***Four Christmases***, starring Vince Vaughn and Reese Witherspoon; ***Sex and the City*** starring the cast of the hit HBO series; ***Pride and Glory***, starring Colin Farrell and Ed Norton and directed by Gavin O'Connor; ***Inkheart***, starring Brendan Fraser and Helen Mirren and directed by Iain Softley; ***Journey 3-D***, starring Brendan Fraser; and ***Harold & Kumar II***, starring John Cho and Kal Penn.

About New Line Cinema Corporation:

Celebrating its 40th anniversary year, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning *The Lord of the Rings* trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).