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New Line Cinema Partners with Discovery to Launch Nationwide Promotion for Feature Film, *The Last Mimzy*

Roll-Out Begins Week of March 5th in More Than 100 Discovery Stores; New Line Cinema Debuts Trailer For The Discovery's Channel Landmark Series Planet Earth

LOS ANGELES (Mar. 6, 2007) – New Line Cinema joins Discovery to launch a multi-tiered nationwide campaign for the upcoming sci-fi feature film *The Last Mimzy*, opening in theatres on March 23. The promotion starts the week of March 5th in 109 Discovery Channel Stores.

The month-long, cross-promotional campaign is targeted to reach families and sci-fi fans. As part of the program, an exclusive preview of Planet Earth -- an 11-part series to be featured on Discovery Channel beginning March 25 -- will be shown at 100 advance screenings of the *The Last Mimzy* in the top 50 markets. Both the film and television series contain similar themes regarding technology and the environment.

"*The Last Mimzy* is a compelling sci-fi film about the importance of maintaining human connections in our technologically advanced world," says Lance Still, New Line Cinema's Executive Vice President of National Promotions. "Our movie is a perfect fit with Discovery, a company that celebrates science and the wonder of our planet and beyond."

Discovery Channel Store shoppers will be able to receive free screening passes or a mini-movie poster courtesy of New Line Cinema. The campaign features in-store signage as well as an e-mail promotion targeted to more than half-a-million registered Discovery Channel Store customers who will be able to view exclusive footage from the film on the web site.

"We are pleased with how well *The Last Mimzy* meshes with our core themes of science, technology and discovery," says Sharon McCarthy, Executive Vice President of Marketing for Discovery Channel Stores. "We're excited to leverage the synergies between our stores and the film to not only highlight our stores and award-

winning science products, but to promote Discovery Channel's ground-breaking Planet Earth special. "

Based on the acclaimed sci-fi short story by Lewis Padgett, *The Last Mimzy* tells the story of two children who discover a mysterious box that contains some strange devices they think are toys. As the children play with these "toys," they begin to develop some remarkable abilities which sets in motion a race to solve the mystery of the toys origin and their meaning. *The Last Mimzy* features an ensemble cast that includes Timothy Hutton (*Ordinary People*, *General's Daughter*), Joely Richardson (*The Patriot*, *Nip/Tuck*), and Rainn Wilson (*The Office*). It is produced by Michael Phillips (*The Sting*, *Close Encounters of the Third Kind*) and directed by Bob Shaye (executive producer of, among other films, *The Lord of the Rings* trilogy), from a screen story by James V. Hart & Carol Skilken with a screenplay by Bruce Joel Rubin and Toby Emmerich.

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).

About Discovery:

Discovery Communications, Inc. is the number-one nonfiction media company reaching more than 1.5 billion people in over 170 countries. Through TV and new media, Discovery's 100-plus worldwide networks include Discovery Channel, TLC, Travel Channel, Animal Planet and Discovery Health. DCI is owned by Discovery Holding Co. (NASDAQ: DISCA, DISCB), Cox Communications Inc., Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman.

Discovery's retail channels include a nation-wide chain of Discovery Channel Stores, a robust online shopping (discoverystore.com) and direct-to-consumer businesses, and strategic third-party retail and merchandising partnerships. For more information please visit www.discovery.com.

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