



April 18, 2011

## MARKETING DIRECTOR APPOINTED AT ANCHOR BAY ENTERTAINMENT

SYDNEY, AUSTRALIA -- Anchor Bay Entertainment today announced that Claire Bryant has joined the team as Marketing Director, responsible for Theatrical, Home Entertainment and Digital marketing in Australia/New Zealand. Claire will be based at our Sydney head office.

Claire comes to Anchor Bay from Twentieth Century Fox. She started in Home Entertainment over ten years ago in the UK office, managing the Fox TV portfolio on VHS and DVD. She was transferred to Australia in 2003 to work on new release film, handling titles from both Fox and Palace Films. Claire has managed releases from some of Fox's largest franchises including Ice Age, X-Men, Star Wars and recently Avatar.

“We are absolutely delighted Claire decided to take up the newly created position of Marketing Director here at Anchor Bay. Her vast experience and many talents will be an invaluable asset as we head into a period of growth for the company.” said Managing Director, Marilyn Greig.

Commented Claire “In a challenging market I am keen to work with the team to review how we can effectively target consumers with our upcoming slate, using traditional media, the digital environment, promotions and in store activity.”

For further information please contact [marilyn.greig@starz.com](mailto:marilyn.greig@starz.com)

### About Anchor Bay Entertainment

Anchor Bay Entertainment is the home entertainment division of Starz Media, LLC. It includes the Anchor Bay Films brands. It distributes feature films, children's entertainment, fitness, TV series, documentaries and other filmed entertainment on DVD and Blu-ray™ formats. The company is unique in that it offers the creative community a fully integrated distribution capability on all platforms and an international solution extending beyond the U.S. It focuses on a platform release strategy for its films with an eye toward maximizing their potential across all ancillary distribution platforms. In the US the company recently released Kill the Irishman starring Ray Stevenson, Vincent D'Onofrio, Val Kilmer, Christopher Walken, as well as the critically acclaimed comedy City Island starring Andy Garcia. Upcoming releases include, Meet Monica Velour with Kim Cattrall and Toronto International Film Festival award-winner Beautiful Boy with Maria Bello and Michael Sheen. Anchor Bay Entertainment is a subsidiary of Starz Media, LLC ([www.starzmedia.com](http://www.starzmedia.com)), which is a controlled subsidiary of Liberty Media Corporation, attributed to the Liberty Starz tracking stock group.

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