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ALLIANCE FILMS ANNOUNCES OUTPUT ARRANGEMENT FOR CBS FILMS IN CANADA

Three year deal sees the largest Canadian distributor take all
Canadian rights to CBS Films' U.S. theatrical releases

For immediate release.

Montreal. Alliance Films, Canada's largest distributor, has formed a pact with CBS Films under which Alliance will handle Canadian distribution of CBS Films' theatrical releases through 2012. The announcement was made today by Victor Loewy, Chairman of Alliance Films. Under the agreement, Alliance will hold all distribution rights in Canada, including theatrical, DVD, online and television broadcast.

The deal locks CBS Films' presence in the Canadian theatrical market and partners the new studio with the leading Canadian distributor. In 2008, Alliance reported a domestic Canadian box office of \$131,600,000, or 14% market share, ranking it second amongst all distributors in Canada (including major studios).

Extraordinary Measures, starring Brendan Fraser, Harrison Ford and Keri Russell, is set to be CBS' first release on January 22, 2010. The film, inspired by the true story of John Crowley who defied conventional wisdom and risked everything to find a drug treatment for his children's fatal illness, was written by Robert Nelson and directed by Tom Vaughan. ***The Back-up Plan***, starring Jennifer Lopez and Alex O'Loughlin, will open on April 16, 2010. The romantic comedy written by Kate Angelo, is directed by Alan Poul. ***Beastly***, an edgy teen romance, starring Vanessa Hudgens and Alex Pettyfer, directed by Daniel Barnz, will open July 30, 2010. And ***Faster***, an action thriller starring Dwayne Johnson and Billy Bob Thornton about an ex-con seeking justice for his murdered brother, will begin production in Los Angeles in January 2010 with a release planned for fall of 2010. CBS Films plans to distribute 4-6 movies a year with budgets under \$50 million. They will handle their own distribution in the U.S.

Alliance Films' Chairman Victor Loewy said, "We are delighted to represent CBS Films in Canada. They are going to be an important force in the marketplace and a strong addition to our slate of films."

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About Alliance Films Inc.

Alliance Films is a leading distributor of motion pictures in Canada, with motion picture distribution operations in the United Kingdom and Spain. The Company distributes filmed entertainment to theatres, on DVD, online and to television broadcasters. Alliance Films holds the Canadian distribution rights to the productions of leading independent studios, including CBS Films, Focus Features, The Weinstein Company, Overture Films, Apparition, The Film Department, A Bigger Boat, Grosvenor Park and Relativity Media.

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