



Macrovision Corporation  
2830 De La Cruz Blvd.  
Santa Clara, CA 95050

(408) 743-8600 Main  
(408) 743-8610 Fax

**FOR IMMEDIATE RELEASE**

**Macrovision Signs DVD Copy Protection Agreement  
with Lions Gate Home Entertainment**

**SANTA CLARA, Calif. (ENTERTAINMENT WIRE)—September 20, 2004—** Macrovision Corporation (Nasdaq: MVSN) announced today that Lions Gate Home Entertainment, a division of Lions Gate Entertainment (NYSE and TSX: LGF) has signed a multi-year agreement that extends their use of Macrovision's technology to copy protect DVD releases. Lions Gate Entertainment is a leading independent producer and distributor with new movies such as *Open Water*, *The Cookout* and *Fahrenheit 9/11*, television series such as "The Dead Zone" and "Missing" and one of the largest home video libraries containing titles such as *Cabin Fever*, *Girl With a Pearl Earring*, *Dirty Dancing: Havana Nights*, *Barbie: The Princess and the Pauper* and "Will and Grace." Lions Gate also manages a broad distribution system that delivers home video product directly to over 12,000 retail stores in the United States.

"I have said on numerous occasions that piracy is the number one issue affecting our industry," said Steve Beeks, President, Lions Gate Entertainment. "As evidenced by what is happening in the music industry, the importance of being able to defend against piracy is paramount to our future."

"Macrovision's copy protection technology helps rights owners generate a positive return on their investment in original programming," said Tom Carroux, Director of Macrovision's Entertainment Technology Group. "Lions Gate continues to be an important partner and we really value their long-term commitment to use Macrovision's technology."

Macrovision's video copy protection technology is designed to allow consumers to transparently view original DVD programming on TV sets, while deterring unauthorized copying onto DVD recorders, hard drive recorders and VCRs. It is the most widely deployed and reliable way to protect against unauthorized copying of pre-recorded and electronic media. Macrovision's technology is embedded in virtually all of the DVD recorders entering the market and in the 280 million DVD devices installed throughout the world. The technology is also embedded in over 90% of the 140 million digital set-top boxes and personal video recorders in the market. In addition, the new generation of home media center computers detect Macrovision's technology and either disable recording of copy-protected content or record an encrypted copy that can only be played on the machine it was recorded on, thereby inhibiting unauthorized Internet file sharing.

—MORE—

**About Lions Gate**

Lions Gate Entertainment is the premier diversified independent producer and distributor of motion pictures, television programming, home entertainment, family entertainment and video-on-demand content. Its prestigious and prolific library of more than 8,000 titles is one of the largest in the entertainment industry. The Lions Gate brand name is synonymous with original, daring, quality entertainment in markets around the globe. Lions Gate is also the majority owner of CinemaNow, a website that delivers movies over the Internet. For further information on Lions Gate, visit [www.lionsgatefilms.com](http://www.lionsgatefilms.com).

**About Macrovision**

Macrovision develops and markets copy protection, digital rights management and electronic license management solutions for the video, music and software industries. Macrovision's technologies are embedded in over 8.5 billion DVD, VHS, and CD units representing over \$115 billion of protected entertainment content. In the software market, Macrovision licenses software developers the FLEXnet™ universal licensing platform and the InstallShield® suite of software installation, repackaging and update solutions, which are deployed on more than 500 million desktops worldwide. Over 50,000 software publishers and hundreds of Fortune 1000 companies use Macrovision's technologies to maximize the value of their software. Macrovision is headquartered in Santa Clara, California and has offices worldwide. More information about Macrovision can be found at [www.macrovision.com](http://www.macrovision.com).

This press release may contain "forward-looking" statements as that term is defined in the Private Securities Litigation Reform Act of 1995. A number of factors could cause Macrovision's actual results to differ from anticipated results expressed in such forward-looking statements. Such factors are addressed in Macrovision's filings with the Securities and Exchange Commission (available at [www.sec.gov](http://www.sec.gov)). Macrovision assumes no obligation to update any forward-looking statements.

# # #

**Editorial Contacts:**

Miao Chuang  
Macrovision Corporation  
+1 (408) 562-8451  
[mchuang@macrovision.com](mailto:mchuang@macrovision.com)

Sarah Greenberg  
Lions Gate Entertainment  
+1 (310) 255-3856  
[sgreenberg@lgf.com](mailto:sgreenberg@lgf.com)