



For Immediate Release

PETER BART AND PETER GUBER ARE "IN THE HOUSE" WITH ENCORE CHANNEL

New Half-Hour Interview Show Set to Premiere in December
Bacardi Brands' "House of Bacardi" on Board as Production Partner

Burbank, Calif., October 6, 2009 – Two legendary Hollywood insiders, Peter Bart and Peter Guber, are set to host "In the House," a new half-hour news and interview show focused on the entertainment industry, slated to premiere on the Encore channel Thursday, December 3 at 5:30 p.m. (et/pt). The show, the first original series to air on Encore, has a two season commitment. The announcement was made by Stephan Shelanski, executive vice president of programming for Starz Entertainment. The series will be produced by Starz and RayV with House of Bacardi—the entertainment arm of the Bacardi rum brands in the U.S. -- on board as production partner.

Bart and Guber previously hosted the Emmy® nominated "Shootout," an internationally syndicated show that featured candid conversations with a wide range of pop culture personalities including Denzel Washington, Clint Eastwood, Steven Spielberg, P. Diddy, Tom Cruise, Kate Winslet and Mel Gibson. "In the House' is a perfect fit for Encore," says Shelanski. "Bart and Guber are industry titans and their conversations are always intriguing and often result in the kind of 'insider' revelation our viewers relish."

Monsell Darville, vice president, group marketing director, House of Bacardi Productions said, "The BACARDI brands have a long history of associating with innovative entertainment programs. It's a perfect partnership for us to be involved with-- an exciting new production focusing on Hollywood and the movies. In addition, our company and its other distinguished brands have a history of high-profile associations with selected entertainment, franchises, including the popular "Iconoclasts" series. The partnership with House of Bacardi Productions was brokered by Kirk Iwanowski and Larry Aidem on behalf of Encore, Bacardi and RayV.

'In the House' is for viewers who, like us, love the movies and wish to hear more about - and directly from - the people who actually create motion pictures or who otherwise bring a unique & entertaining perspective about how Hollywood really works to Encore's audience," said Peter Guber, Chairman of Mandalay Entertainment. "We couldn't be happier to have 'In the House' on Encore, which is unquestionably THE most appropriate, like-minded network for this series."

Added Bart, "'In the House' will deal with breaking news and industry trends in our pop culture and will provide a platform for major stars, key filmmakers and other creative and business leaders who wish to comment on their industry. As Peter and I report on the ever changing marketplace - embellished by the people who are changing it - we hope to provide Encore's movie-loving viewers with an abundance of DVD'esque added value features: in depth data & analysis of the box office as well as other industry information & insight."

Peter Bart has been a Hollywood studio chief, editor and producer. He worked as a staff reporter for the New York Times and Wall Street Journal prior to entering the film business. As vice president of production at Paramount, senior vp at MGM/UA and President of Lorimar Films, he helped foster such films as The Godfather, Harold and Maude, Rosemary's Baby and Being There. He also has published eight books. He served for 20 years as editor in chief of Variety, where he is presently editorial director.

Peter Guber was formerly the studio chief at Columbia Pictures and chairman and CEO of Sony Pictures. He is now chairman of Mandalay Entertainment, which he founded in 1995. The films he has produced include Midnight Express, The Color Purple, Rain Man, and Batman, among many others, have reportedly earned more than \$3 billion in worldwide revenue.

Production of "In the House" will be overseen by two highly respected, award-winning veterans of broadcast & cable television, Executive Producer, Susan Winston and Line Producer, Jackie Hakim.

International distribution for "In the House" will be handled by London-based 3DD Entertainment.

Bacardi U.S.A., Inc. is the United States import, sales and marketing arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDI® rum, the world's favorite and best-selling premium rum, as well as the world's most awarded premium rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S® Blended Scotch Whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued premium gin in the world; CAZADORES® blue agave tequila, the number-one premium tequila in the world; MARTINI® vermouth, the world-leader in vermouth; and other leading and emerging brands.

RayV was founded in early 2006 by the team that revolutionized Telecommunications with the invention of Voice Over IP. RayV is a global leader in providing turnkey solutions for TV over IP. As the preferred partner of leading TV networks and operators, RayV has successfully deployed hundreds of channels worldwide and is serving a rapidly growing audience of viewers experiencing high quality TV over the Internet. RayV Productions specializes in extremely low-cost, hi def production of unscripted content. RayV takes pride in working closely with its partners to develop a comprehensive understanding of the challenges they face in today's ever-changing environment of content delivery. Among the top-tier content providers and distributors with whom RayV has collaborated are the NBA, Blizzard, DirecTV, Fox Soccer, Shanghai Media Group and AB Groupe, among others.

Starz Entertainment, LLC, is a premium movie service provider operating in the United States. It offers 16 movie channels including the flagship Starz® and Encore® brands with approximately 17.5 million and 31.5 million subscribers respectively. Starz Entertainment airs more than 1,000 movies per month across its pay TV channels and offers advanced services including Starz HD, Encore HD, Starz On Demand, Encore On Demand, MoviePlex On Demand, Starz HD On Demand, Encore HD On Demand, MoviePlex HD On Demand, and Starz Play. Starz Entertainment (www.starz.com) is an operating unit of Starz, LLC, which is a controlled subsidiary of Liberty Media Corporation, and is attributed to Liberty Entertainment Group, a tracking stock group of Liberty Media Corporation.

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