



FOR IMMEDIATE RELEASE :

EVOLUTION APPOINTED GLOBAL MERCHANDISE LICENSING AGENT FOR MIRAMAX

***Evolution to Develop Global Merchandise Licensing and Promotional Programs
for Miramax's Library of 700 Plus Titles, Including
Pulp Fiction, Kill Bill, Bad Santa, Chicago, and Gangs of New York***

LOS ANGELES, CA – January 7, 2013 – Evolution, a premier global brand management firm, announced today that it has been selected to serve as the global merchandise licensing agent for the Miramax portfolio of properties, which features more than 700 modern classic film titles. The announcement was made today by Travis J. Rutherford, President of Licensing and Retail Development at Evolution.

Key titles under the agreement include legendary cult classics *Pulp Fiction*, *Kill Bill Vol. 1 & 2*, *Swingers*, *Clerks* and *Jackie Brown*, as well as blockbuster films such as *Bad Santa*, *Chicago*, *Gangs of New York* and the *Scream*, *Scary Movie* and *Hellraiser* horror franchises.

“The Miramax library holds many of the most highly-regarded, award-winning and commercially successful movies of our time – titles that have not been fully exploited in licensed merchandise and promotional categories,” commented Rutherford. “We are excited to infuse new life into these films by developing products and experiences that engage, entertain and reward new and existing fans. The initial response from the U.S. licensees and international sub-agents has been tremendous, and we see very meaningful opportunities across a variety of categories.”

“The Evolution team brings a breadth of talent and expertise in the merchandising space, and we are pleased to work with them to develop natural extensions and exciting complementary avenues for our brand and feature films, and most importantly, our fans,” said Tommy Moreno, SVP, Operations, Miramax

Evolution will provide Miramax with development and execution of large-scale licensing programs, international sub-agent management, retail development and promotional partnerships.

Additionally, Evolution will create branded licensing programs under a newly formed *Miramax Legends* banner.

About Evolution:

Travis J. Rutherford, President of Licensing and Retail Development, Adam Unger, President of Sales & Marketing, Stanley Lerman, Managing Director and Chief Operating Officer, and Ryan Broomberg, Executive Vice President, serve as partners for Evolution. With combined expertise in licensing, brand management and the full monetization of intellectual properties, Evolution brings a global perspective, turnkey solutions and flexibility to brand development, protection, maximization and longevity. Developing intellectual properties from concept to the retail shelf, Evolution is also adept at managing manufacturing and distribution. Committed to identifying and securing the right licensing partners, Evolution delivers tangible results as a highly effective alternative to full in-house licensing operation.

www.evomgt.com

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