



## MGM CONSUMER PRODUCTS ACQUIRES LICENSING RIGHTS FOR HIGHLANDER

### Studio Celebrates 20<sup>th</sup> Anniversary of Classic Adventure Fantasy Property and Franchise's New Entertainment Offerings

**LOS ANGELES (June 21, 2006)** – MGM Consumer Products has acquired worldwide licensing representation rights from Davis-Panzer Productions for the ever-popular adventure/fantasy property, *Highlander*. The deal is timed to coincide with the property's 20<sup>th</sup> anniversary this year.

*Highlander* will be one of the featured properties at MGM's booth (#1519) at this year's Licensing Show, seeking licensees in all categories.

"We continually look to expand the MGM licensing portfolio with properties that appeal to currently untapped audiences," said Travis Rutherford, executive vice president of MGM Consumer Products and Location Based Entertainment. "After evaluating the success of the *Highlander* franchise over the past two decades, we knew that the brand would be a complement to our other classic brands in the MGM portfolio such as *Pink Panther* and *Rocky*."

With a rich résumé of film offerings, including four feature-film releases – *Highlander* (1986), *Highlander 2: The Quickening* (1991), *Highlander 3: The Sorcerer* (1994), *Highlander 4: Endgame* (2000) and the upcoming *Highlander 5: The Source* (2006) – the franchise continues to build a cult fan following throughout the world.

Following its success on the big screen, the franchise was developed into two live action and one animated television series that contain more than 175 hours of content. In addition, 14 original *Highlander* books have been published; and more than four million units of *Highlander* franchise DVDs have been sold.

"We plan to broaden the *Highlander* product offerings into select categories of retail merchandise, promotional programs and wireless products. Fans of this incredible franchise will be delighted by the new opportunities to experience the magic of *Highlander*," added Rutherford.

In its 20<sup>th</sup> year, the *Highlander* story continues to win fans around the globe, breaking ground for additional entertainment initiatives. For example, the new live-action film is currently in production and is slated for release this winter. Furthermore, the franchise has attracted some of the world's most talented filmmakers. Earlier this year, renowned anime director Yoshiaki Kawajiri signed on to create a new *Highlander* feature-length anime film, currently scheduled for release in 2007. This is the first time the *Highlander* katana blade will find itself in the hands of a Japanese master.

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In 1986, the franchise debuted with *Highlander*, starring Christopher Lambert (Connor MacLeod) and Sean Connery (Juan Sanchez Villa-Lobos Ramirez). In the first film, we were introduced to MacLeod, a mysterious, immortal swordfighter from 16<sup>th</sup> century Scotland. Through his mentor Ramirez, MacLeod learns about the existence of immortals such as himself, who appear spontaneously throughout history. Immortals can only perish by being beheaded and must battle each other to the last, until the “Gathering” when the last Immortals left will battle until only one remains to take “the Prize.”

The first film focuses on MacLeod’s banishment from this village after he sustains a wound that is touted to be the work of the Devil. The second film *Highlander 2: The Quickening* takes place five years later and builds upon the relationship between MacLeod and Ramirez

The subsequent films revolve around duels between MacLeod and his enemies—the only way he can gain power is through their beheading. Fans will learn what will become of MacLeod in the upcoming live-action film release, *Highlander 5: The Source*.

For more information visit [www.highlanderlicensing.com](http://www.highlanderlicensing.com).

### **About Metro-Goldwyn-Mayer Inc.**

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music, and licensed merchandise. The company owns the world’s largest library of modern films, comprising around 4,000 titles. Operating units including Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., MGM Television Entertainment Inc., MGM Networks Inc., MGM Distribution Co., MGM International Television Distribution Inc., Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 110 countries. Under the supervision of new Chairman and CEO Harry Sloan, MGM is revitalizing all areas of the company. As a result, the studio is now being positioned as an independent, vertical integrated multi-media company. MGM ownership is currently as follows: Providence Equity Partners (29%), Texas Pacific Group (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit [www.mgm.com](http://www.mgm.com).

### **About Davis-Panzer Productions**

Davis-Panzer Productions, Inc. is one of the last fully independent production companies in Hollywood where partners Peter Davis and Bill Panzer have produced over 18 films and 140 television episodes and where The Legend and franchise of HIGHLANDER was borne. Davis and Panzer formed their production company in 1975 with the production of their first film, “Death Collector” starring Joe Pesci. Since that time they have produced films for directors Sam Peckinpah (Robert Ludlum’s “The Osterman Weekend”) and Abel Ferrara (Elmore Leonard’s “Cat Chaser”) among many others. In 1986, they produced “Highlander”, directed by the ground breaking Russell Mulcahy, which became an instant world wide cult classic and formed the basis for an extraordinary successful franchise. Davis-Panzer expanded Highlander’s film success into television (2 series; 7 seasons; 141 episodes), animation, 5 feature films, video games (SCI – Eidos), and an award-winning merchandising program (Echo Award for best world wide consumer catalog). For additional information, visit the web site at [www.davis-panzer.com](http://www.davis-panzer.com).