

POSTMAN PAT® DELIVERS THE GOODS FOR INDUSTRY TRUST IN NEW MOMENTS WORTH PAYING FOR TRAILER

- *Lionsgate UK and The Industry Trust for IP Awareness launch exclusive ‘Postman Pat: The Movie’ trailer thanking film fans for choosing official film*
- *British star Stephen Mangan praises behind the scenes talent on new feature animation*

On Friday 4th April The Industry Trust for IP Awareness and Lionsgate UK will launch an exclusive **Postman Pat: The Movie** trailer in cinemas nationwide, adding to the vast catalogue of movie trailers that form the industry’s successful *Moments Worth Paying For* campaign.

The trailers aim to inspire film fans to choose official content and, with one of the UK’s best-loved childhood characters Postman Pat preparing to hit the big screen in his film debut, this latest trailer does exactly that. It includes bespoke footage of Postman Pat and his sidekick Jess signposting fans to FindAnyFilm.com for guaranteed real movie experiences, whilst also thanking them for supporting those who worked behind the scenes by buying their cinema ticket.

With the movie seeing Pat showcase his hidden talents to the world for the first time, audiences will be treated to laughter, action and drama in this much anticipated animation, highlighting the wonderful value of film.

Showing his support for the campaign **Stephen Mangan, who voices Postman Pat in the film**, said: *“Being involved in a film centred around such a well-loved character has been a fantastic experience to be part of. But it’s also been great to be part of an animated feature film that sees the hard work of a phenomenal number of highly talented individuals working behind the scenes come together to create something funny, entertaining and inspiring. I’m delighted that we’ve been able to involve this film in the ‘Moments Worth Paying For’ campaign as it’s something that, hopefully, brings to life for film fans just how much work goes in to creating the films that they love.”*

Liz Bales, Director General of the Industry Trust for IP Awareness said:

“Postman Pat: The Movie is an excellent addition to the campaign, as it highlights the industry’s British credentials and the important role for UK consumers to support the industry. With our communication strategy, we aim to educate people to value the creativity that goes into making film, and this trailer does just that. It’s been fantastic to work with Lionsgate UK again, and we’re delighted to be continuing our partnered approach in increasing awareness of the huge range of legal film sources that are available through FindAnyFilm.com, helping continue to reduce audience engagement with infringing content.”

Ross Cunningham, Head of Marketing at Lionsgate UK

“Taking on a national icon which is entrenched in the childhood memories of so many people across the UK has been a mammoth task, but one that we have all relished. We’re delighted that, with the help of Postman Pat, we can do our bit to help the Industry Trust’s Moments Worth Paying For campaign, in inspiring audiences to choose official content.”

Postman Pat: The Movie opens in cinemas nationwide on 23rd May 2014. Associated *Moments Worth Paying For* activity will run in cinema, outdoor and online.

- ENDS -

Trailer is available to watch here:

<https://www.youtube.com/watch?v=u5odMeQGQXQ>

And available to download until Wednesday 9 April here:

<https://www.wetransfer.com/downloads/0c9a0dc8a0e9bb12fc12f4702d355a4120140402103806/4c58f93bce53e780a2402b18b733526920140402103806/1d94ec>

Link for articles to Trust website:

<http://www.industrytrust.co.uk/press-releases/postman-pat-delivers-the-goods-for-industry-trust-in-new-moments-worth-paying-for-trailer/>

For more information on *Moments Worth Paying For* please contact Katy Carter on:

0207 440 0382 / katy.carter@industrytrust.co.uk.

For more information on *Postman Pat: The Movie* please contact:

Bianca Boey / Bianca.boey@freuds.com / 0203 003 6394

Emma Micklewright / emma.micklewright@freuds.com / 0203 003 6353

Jayne Ellis / jayne.ellis@freuds.com / 0203 003 6706

Notes to Editors

About The Industry Trust for IP Awareness

The Industry Trust is the UK film, TV and video industry's consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to engage three distinct audience groups: young people, 16-34-year-old men; and parents, providing extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust's work, [visit www.industrytrust.co.uk](http://www.industrytrust.co.uk)

About FindAnyFilm.com

FindAnyFilm.com is one of the UK's leading data services for film fans looking to watch, buy, download, stream or rent legitimate film. Operated by the Industry Trust for IP Awareness, the website offers 40,000 films across all formats, from cinema to DVD and Blu-ray, as well as download and streaming digital (or on demand) services. Visitors can search by title and or talent, and can sort their results by format and price. The original website has been evolved and now includes an API open to all, a cinema booking app available to all UK distributors and javascript links to purchase which can be embedded in film news and reviews content across the web. Whilst the original website has been updated to reflect new formats, an array of tools have been developed to further the reach of the data – including an open API, a CMS based cinema booking app available to all UK distributors and dynamic buttons linking online film review and articles to points of purchase.

About Postman Pat: The Movie

The film finds Pat, everyone's favourite postman, coming face-to-face with the temptations of money, status and a shiny new suit when he enters a national TV talent show competition that threatens to tear him away from his hometown of Greendale and his family and friends. What happens when kindness meets selfishness? When local fame meets Global notoriety? Will a nice cup of tea be kicked aside by a Frappacapacino Pat is set to find out as he falls for the age-old temptation of the grass being greener...

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About Lionsgate UK

Lionsgate UK is the diversified U.K.-based filmed entertainment arm of Lionsgate (NYSE:LGF), the leading independent filmed entertainment studio. The company (formerly Redbus Film Distributors) was acquired by Lionsgate in October 2005 and has since established a reputation in the U.K. as a leading producer and distributor and acquirer of commercially successful and critically acclaimed product, recently releasing "THE

RAILWAY MAN", starring Colin Firth and Nicole Kidman, 'OUT OF THE FURNACE' starring Christian Bale, Zoe Saldana and Woody Harrelson and the BAFTA and ACADEMY AWARD nominated 'THE INVISIBLE WOMAN' starring Ralph Fiennes and Felicity Jones. In 2013 the company's diverse slate included the second instalment of the blockbuster franchise "THE HUNGER GAMES: CATCHING FIRE" starring Jennifer Lawrence, Liam Hemsworth and Josh Hutcherson as well as Ariel Vromen's 'THE ICEMAN', Nicholas Winding Refn's 'ONLY GOD FORGIVES' and Jon S. Baird's "FILTH" starring BIFA award winning James McAvoy. Upcoming releases include "LOCKE" starring Tom Hardy, "THE EXPENDABLES 3", "SIN CITY 2" and the third instalment of The Hunger Games franchise "MOCKINGJAY pt1".

Its prestigious and prolific library of nearly 13,000 motion picture titles and television episodes – including Mad Men, Anger Management, Nurse Jackie and Weeds – is a valuable source of recurring revenue and a foundation for the growth of the Company's core businesses – film production and distribution, TV programming, home entertainment, family entertainment and video-on-demand content. The Lionsgate UK brand is synonymous with original, daring, quality entertainment in markets around the globe.
www.lionsgatefilms.co.uk

About Icon Film Distribution

Formed in 1999, Icon Film Distribution is one of the UK's leading independent film distributors generating in excess of £150m at the box office with a library of over 200 titles ranging from mainstream hits such as *Paranormal Activity*, *30 Days of Night*, *Transporter 3* and *What Woman Want* to specialist break-out titles such as Tom Ford's *A Single Man*, *La Vie En Rose*, *Man On Wire*, and multiple BAFTA and Oscar® nominee Nicolas Winding Refn's *Drive*.

In September 2013 IFD re-launched backed by New Sparta. The acquisition, which includes titles released through IFD's output deal with Lionsgate UK and the UK library, sees IFD acquiring and releasing films again for all media. IFD is working with new and existing partners aiming to deliver effective campaigns for quality distinctive material. The IFD team is led by Chief Executive Officer **Ian Dawson** and Executive Chairman and Chief Operating Officer **Norman Humphrey**.