



# Codemasters Online Gaming Unveil the Official Dirty Dancing Video Game!

*Codemasters Online Gaming Prepare for the “Time of Our Lives” as Dirty Dancing the Video Game Warms Up for Christmas!*

**Codemasters Online Gaming** in conjunction with **United Media**, a leading worldwide licensing and syndication company, unveiled details of their next exciting casual game; **Dirty Dancing the Video Game!** In celebration of the **20th anniversary of the movie** from **Lionsgate**, fans can now step back into the year of 1963, and meringue, cha-cha and tango into the world of their favorite film, *Dirty Dancing*. Enthusiasts now have the opportunity to experience the film on a whole new level as they interact with the animated characters of Baby and Johnny and have the time of their lives at the renowned Kellerman’s Mountain House Resort.

**David Solari, Vice President and General Manager of Codemasters Online Gaming** commented “Dirty Dancing is one of the most loved movies of all time with millions of dedicated fans across the world! Dirty Dancing the Video Game will make the perfect Christmas present for fans of the movie and we are thrilled to be able to bring this much loved film to the video game world!

## LIONSGATE QUOTE

Developed by **Say Design** and set for release on PC in late 2007, **Dirty Dancing the Video Game** is a premium, action puzzler casual game. Players work alongside the team at Kellerman’s resort in order to earn camp dollars to purchase memorabilia, cabin furnishings and the all important dance lessons with Johnny.

For more information on Dirty Dancing the Video Game visit [www.codemasters.com/dirtydancing](http://www.codemasters.com/dirtydancing)

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## **PRESS RESOURCE WEB SITE**

Download game artwork, screens and essential Codemasters' press materials direct to your desktop from: <http://www.codemasters.com/mediabank>

## **ABOUT CODEMASTERS**

Codemasters is a leading developer and publisher of best-selling interactive entertainment products for a global audience on current and future gaming platforms and channels. Established in 1986, the company's dominant brands include Colin McRae Rally, TOCA Race Driver, LMA Manager, Brian Lara Cricket and Operation Flashpoint. The company is headquartered in Southam, Warwickshire UK and maintains operations in the US, Germany, France, Spain, and Benelux. More information about the company and its products is available online at [www.codemasters.com](http://www.codemasters.com)

## **ABOUT LIONSGATE**

Lionsgate is the leading independent filmed entertainment studio, winning this year's Best Picture Academy Award® for CRASH, generating two consecutive years of \$300 million-plus domestic theatrical box office, operating a \$500 million-plus home entertainment business and producing a broad slate of prime time television series for fiscal 2007. It is a premier 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 10,000 titles is a valuable source of stable, recurring revenue and a foundation for the growth of the Company's core businesses. The Lionsgate brand is synonymous with original, daring, quality entertainment in markets around the world.

## **ABOUT UNITED MEDIA**

**United Media (UM)** is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with Lionsgate to build a licensing program around the 20th Anniversary of the popular film, **Dirty Dancing**. It also signed with **Mary Engelbreit Studios**, the business behind the popular and prolific artist, and **Televisa**, a leading Spanish speaking media company, to represent the U.S. rights to its long-running hit television series "**El Chavo**." United Media licenses and/or syndicates other properties, including **Peanuts**, **Precious Moments**, **Raggedy Ann & Andy**, **Jakers!**, **Tamagotchi**, **Dilbert**, **Doodle Bear** and **Jim Benton's "It's Happy Bunny"** (Japan Only). United Media is an E. W. Scripps Company. For more information, visit [www.unitedmedialicensing.com](http://www.unitedmedialicensing.com).