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LONE EAGLE DISTRIBUTION – ANNOUNCES SALE OF INTERNATIONAL HOME IMPROVEMENT SERIES & FORMAT *THE ULTIMATE DO UP* TO CANADA'S HGTV

(TORONTO – November 30, 2004) Lone Eagle Distribution is pleased to announce the sale of the hit New Zealand series **The Ultimate Do Up** to HGTV Canada. HGTV committed to purchase the original series as well as an option on the format allowing it to produce a domestic Canadian version.

The Ultimate Do Up (10x30), was acquired through Screentime Partners UK and is produced by Screentime New Zealand. The series originally aired on **TV3** where its ratings peaked at 42 share (women 18-49). The show takes one family and completely transforms their home in ten weeks. The family moves out and into trailers that are on the building site, which double as their home for the duration of the show, while the architects, builders and designers move in to complete their masterpiece. Partnered with the experts, the family works to bring their vision for their dream home alive. There are tears; conflict and frustration as Mom, builders and even the family dog are all forced to work together in close proximity. The camera not only captures the renovation, it also captures the colorful emotions it provokes. Each episode tackles a different area of the redevelopment process from design and building work, to fitting the new kitchen and bathroom, to redefining each room and applying the finishing touches.

Not only is **The Ultimate Do Up** funny and heartwarming, it also contains genuinely useful information to anyone interested in improving the value, comfort and style of their home.

"**The Ultimate Do Up** represents a fresh and highly entertaining take on the home improvement genre, and we are thrilled that HGTV Canada has committed to both the finished series and the format" says Tom Powers, V.P. Business Development; Lone Eagle Distribution.

"It's exciting to see a renovation show that captures the excitement, the drama and the emotional highs and lows that homeowners experience while renovating," says Vanessa Case, V.P. Programming; HGTV Canada. "**The Ultimate Do Up** will wow HGTV viewers with a very realistic look into a massive renovation project and give them useful information they can apply to a renovation of any scale."

"**The Ultimate Do Up** is one of the few shows to do a total home makeover with a strong reality element tied into the program. We're thrilled that Lone Eagle and HGTV share our excitement in the concept" said Chris Bonney, CEO of Screentime Partners Ltd.

The Ultimate Do Up will air on HGTV Canada April 2005.

About Lone Eagle Distribution

Lone Eagle Distribution launched in September 2004 and is a division of **Lone Eagle Entertainment Ltd.** The division focuses on distributing international programming to Canadian broadcasters and is quickly becoming a market leader. **Lone Eagle Entertainment** was founded in 1994 by Michael Geddes to produce high concept television programming. Lone Eagle has produced three seasons of the smash hit series **Popstars**, the #1 rated Canadian show and **Supermodels** in association with Ford Models, NYC, as well as its formats **Hooked Up** for Craig Broadcasting and **The Call** for Life Network. The company is currently in production on the prime time comedy/reality hybrid **The Office Temps**, which is being produced in Canada for Global (10x1hour) and has been picked up by Fox Studios and Fox Worldwide for co-production with Lone Eagle in the U.S. and distribution worldwide. Lone Eagle is represented by CAA.

About Alliance Atlantis Communications

Alliance Atlantis Communications Inc. is a leading specialty broadcaster. The Company also co-produces and distributes a limited number of television programs in Canada and internationally, including the hit CSI franchise, and holds a 51% limited partnership interest in Motion Picture Distribution LP, Canada's leading

motion picture distribution business. The Company's common shares are listed on the Toronto Stock Exchange – trading symbols AAC.A, AAC.NV.B and on NASDAQ – trading symbol AACB. The Company's Web site is www.allianceatlantis.com.

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About Screentime Partners

Screentime Partners is part of the Screentime Group, an independent production and distribution company, which has operations in Australia, New Zealand, Ireland and the UK specializing in drama, infotainment, entertainment and game shows. Among its hits, Screentime has licensed the format for the "Popstars" phenomenon in more than 40 countries.

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