



THE PRODUCTION POST

The World's Leading Fun Science Show Provider

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BREAKING NEWS

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METRO-GOLDWYN-MAYER STUDIOS AND MAD SCIENCE® SIGN WIDE-REACHING AGREEMENT TO LAUNCH FULL-SCALE TELEVISION, LICENSING AND MERCHANDISING PROGRAM

Companies to collaborate on new television show, MGM to acquire worldwide DVD and home video distribution rights

LOS ANGELES & MONTREAL, May 26, 2003 — **Metro-Goldwyn-Mayer Studios Inc.** and **The Mad Science Group** have signed an agreement to create a full-scale licensing and merchandising program and a new *Mad Science television show*. The pact combines the production and distribution power of MGM with the worldwide brand recognition of Mad Science® as a provider of science-based entertainment activities for kids. The announcement was jointly made today by Travis Rutherford, Senior Vice President of MGM Consumer Products and Interactive, and Ariel Shlien, Chief Executive Officer of The Mad Science Group.



With success in turning high-profile properties such as *The Pink Panther* and *Stargate SG-1* into significant entertainment and product brands, MGM will utilize its expertise to create a comprehensive Mad Science portfolio that will include a family-friendly television series. Also as part of the arrangement, MGM will manage worldwide distribution of related DVD and home video product.

MGM will also be involved in driving extensions of the Mad Science brand through new licensing and merchandising opportunities, such as acquiring sponsorships, promotional partners and manufacturers for an array of Mad Science licensed products, including toys, apparel, CD-ROMs, interactive games, novelties, party goods, magazines, and more.

Commented Mr. Rutherford: "MGM's proven strengths in the licensing and merchandising of celebrated properties are a perfect match with Mad Science, a well-established brand that is already embraced by kids throughout the world. Additionally, we believe our efforts will be further complemented by the new television version of Mad Science, as we

endeavor to build one of the most comprehensive and compelling of children's franchises."

Each year, live Mad Science shows are conducted in 22 countries worldwide to over five million children. Mad Science will leverage its existing grassroots presence to help drive kids already familiar with the Mad Science brand to the new television show and licensed products.

In addition, the theme and leisure markets will be impacted by a brand new live theater show based on the very premise of the TV production. This new production will be available in the spring of 2004, and will surely impact any park's entertainment offering. Marketing initiatives for this new opportunity will begin in September of 2003.

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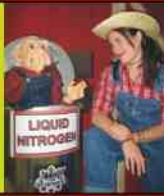
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Summer 2003 is a Guaranteed Blockbuster!



While our latest show offering **Funky Farmworks** has Professor Pruvitt and Crash investigating the zany science of agriculture, our returning hit shows **Newton's Revenge** and **Mad Mission to Mars** are proving to be as popular as ever! Each tour has sold-out in record time!

Don't miss the chance to have Mad Science at your venue this fall. There are a few remaining dates in September, October and November. Call to secure the show that's right for you!

Book Early & Save!

Have you started looking for engaging family entertainment for next winter? Mad Science Productions offers a special **off-season discount** for bookings for January through April 2004!

CALL 1-800-586-5231 x.120 FOR MORE INFO!



MAD SCIENCE PRODUCTIONS ON THE INTERNATIONAL SCENE!



Ciencia Temprana de Mexico is the latest company to acquire rights to two Mad Science stage shows, *Don't Try This at Home* and *Taking the World by Storm*. After lengthy rehearsals, both shows were performed to huge success. Enthusiastic audience volunteers, taking the lead from Professor Pruvitt and Crash, were equally excited about learning the fundamentals of physics in *Don't Try This at Home* and exploring wild weather phenomena in *Taking the World by Storm*. As the tour travels throughout the country, Manuel Perez Meza of **Mad Science of Mexico** is thrilled with the audience response to Mad Science stage productions and is confident that these hit shows will please children and parents alike for years to come.

NEW TAKE MAD SCIENCE HOME!

Mad Science merchandise is available for purchase this summer! Our fun, interactive and educational products will spark the interest of any child! With our new **Spy Pen**, children learn about chemistry while designing their own unbreakable codes! Check out the **Magnet Lab** that comes complete with "floating" magnets. Our wide variety of products has proven a very successful supplement to Mad Science stage shows, increasing per-cap revenues. Check out our selection of products today! www.madscience.org/onlinecatalog/



From the Director's Chair: A Message from Leonard Lipes

After 18 months of negotiations, it is with great pleasure that I share with you the new partnership between Mad Science and MGM. Our companies have come together to create a world-class television property to be aired on a major network in the Saturday morning time-slot in the spring of 2004. The impact this will have on the already solid Mad Science brand is endless. In the theme and leisure markets specifically, we will be offering a live theater version of the television property. Our sales and marketing initiatives for this new project will begin in the fall of 2003 and the live show will be available as of May 2004. I am confident this new offering will serve to strengthen the intellectual property and merchandise opportunities Mad Science offers to parks throughout North America.

After three years of tremendous devotion to the Mad Science family, Kimberly Meuleman has decided to change cities and will be leaving our corporate office. I am certain that those of you who have had the pleasure of working with Kim will join me in wishing her the very best in health, happiness and prosperity in her future endeavors.

Jennifer Cross, our new Sales and Logistics Coordinator, has been working with Kim over the course of the last month to insure a smooth transition. We welcome Jennifer and wish her a long and rewarding future with Mad Science.

As we all ramp up for our busy season, I wish you all the very best for a successful 2003!



Jennifer Cross,
Sales and
Logistics Coordinator



www.madscience.org/stageshows