

SUPERMODELME

SEASON 3

A Refinery Media production

FOR IMMEDIATE RELEASE



**INTERNATIONAL MODEL LISA S. TO HOST
SUPERMODELME SEASON 3**

*SUPERMODELME Season 3, a uniquely Asian reality series,
premieres 2012 on KIX*

SINGAPORE, (17 March) 2011 – International fashion model and VJ Lisa Selesner a.k.a. Lisa S. will host Season 3 of the hit reality programme Supermodelme. Replacing series veteran Charmaine Harn, Lisa brings with her over a decade of experience in the fashion and entertainment industries.

With the announcement of Lisa S. as season host and addition to the esteemed judging panel, Supermodelme creator and executive producer Karen Seah said, “The presence of Lisa S. is a credit to the show’s success. Each season, we challenge ourselves to push the envelope of the reality competition format – bigger, better and more scintillating. Lisa S. is a fashion and media veteran. We’re proud that she has decided to come on board.”

Discovered at the age of 14, Lisa has stomped the runways for an A to Z of fashion’s elite, including Gucci, Giorgio Armani, Louis Vuitton, Prada, Yohji Yamamoto and Vivienne Westwood. Lisa’s book as an editorial model is no less stellar. The trifecta of fashion bibles – Vogue, Elle, and Bazaar – makes the list, among others. Lisa also lends her striking features to campaigns for such giants as Shiseido, Baume & Mercier, Estee lauder, and Olay.



SUPERMODELME

SEASON 3

A Refinery Media production

Lisa's credentials go beyond the vaunted fashion circuit. Lisa has appeared alongside the likes of Michelle Yeoh and Jackie Chan on the big screen (Silverhawk; Rob-B-Hood). In 2008, Lisa signed on as a VJ on music television network Channel V. Most recently, Lisa was seen brushing shoulders with the Hollywood set on the 2011 Oscars red carpet as a host for Star Movies.

Born in Monaco but raised in New York, Lisa is a veteran of the jet-set. Nevertheless, she confesses to being a voyeur with such programmes as Tyra Banks' America's Next Top Model. "I think it's a great way for the masses to have a small – albeit miniscule peek – into the life and times of a young, aspiring model."

Lisa joins the Supermodelme family as a fan. "It's been a lot of fun watching this show evolve and grow into something bigger each year." As an international fashion model of Asian descent, the concept of the show in particular resonates with her. "Supermodelme shows Asian girls that they too can be models. Not every model needs to look like Giselle! This is a big misconception when it comes to the fashion world. It needs Asian faces too!"

Forget the stereotypes about models who have made it to the top. Rather, Lisa prides herself on being a mentor to aspiring models. On becoming the new host, Lisa says, "I am beyond excited! I've always been a mother hen to new models that come into my agency, so now I get to take on that role at a much larger scale."

So, will she be the Simon Cowell of Season 3? "I'm motherly, but tough and honest. I want the girls to understand that this is a very difficult business and they aren't going to always be surrounded by nice people. I'll have to play good cop/bad cop all wrapped up in one fabulous package."

SUPERMODELME

Created by Refinery Media, Supermodelme is Asia's first and only multi-platform, reality-based entertainment programme, available across TV, the Internet and on Mobile. Not your average modeling contest, Supermodelme promises to offer a sneak peak into the cutthroat antics behind the allure of the fashion industry. This action-packed reality series features 12 aspiring Asian models going head-to-head through a series of physically and mentally grueling challenges – each vying for a chance to kick-start her modeling career. The SUPERMODELME winner will receive \$20,000 along with attractive prizes from key sponsors and get to grace the cover of local leading fashion magazines.

Supermodelme Season 2 builds on the programme's debut success. The new 45-minute format delves further into the larger-than-life intrigues of the modeling industry, capturing every moment from its backstage rivalries to its action-packed highs.

Expanding beyond its web-based inception, Season 2 spans traditional and emergent media to tell a new kind of story. The programme's production value has increased – and along with it, a new mix of local and international shooting locales, greater brand integrations, and new viewer interactions.

The first season of Supermodelme pioneered the use of social media tools support its format in Asia. Season Two goes further with a slew of dedicated content across numerous platforms. Exclusive Hyperspot technology directs traffic on the programme's web portal to partner sites for purchase information and retail conversion. In 2010, Refinery Media inked a partnership with popular location-based application Foursquare, the first in Asia to do so.

Season 2 also saw greater sponsor integration and viewer participation with the SUPERMODELME x Foursquare online contest, the FEVO x SUPERMODELME 2 contest as well as the DKNY Best Booty contest.



SUPERMODELME

SEASON 3

A Refinery Media production

Supermodelme Season 2 debuts Thursday, 13 October at 11.30 p.m. on Channel 5.

Supermodelme Season 3 premieres 2012 on Channel KIX.

More information can be found at www.supermodelme.tv.

KIX and Thrill are available in Hong Kong on now TV (2888 0008) and bbTV HK Broadband (3498-3498). In Singapore, KIX and Thrill are available on StarHub (1630). From Indonesia, subscribe to KIX and Thrill on Indovision, Okevision, or AORA.

KAREN, THERE WILL BE AMENDMENTS TO THE SUBSCRIPTION PORTION

~Ends~



SUPERMODELME

SEASON 3

A Refinery Media production

Issued by: Refinery Media

For more information, please visit www.supermodelme.tv and:

- Be a fan on SUPERMODELME Facebook fan page:
<http://www.facebook.com/#!/SupermodelMe.TV?ref=ts>
- Follow SUPERMODELME on Twitter:
<http://twitter.com/supermodelme>
- Explore the City with SUPERMODELME and Foursquare:
<http://foursquare.com/supermodelme>

[Refinery Media](#)

For more information, please visit www.refinery-media.com

For media enquiries, please contact:

Augustus Loi

DID: +65 6221 8460

Email: augustus@refinery-media.com



SUPERMODELME

SEASON 3

A Refinery Media production

About Refinery Media

Refinery Media is a full-service media production company that incorporates new and emerging technologies in today's distribution channels. Designing properties that launch on the web and live on multiple media platforms—online, mobile, TV, film and consumer products, Refinery Media is also a full-service studio that is uniquely positioned to take advantage of new emerging technologies and content distribution channels to create a library of original and licensed hits. Uniquely positioned to take advantage of new and emerging technologies, Refinery Media's vision is to redefine entertainment by creating hit properties for savvy technology users of the future.

About Tiger Gate Entertainment

Tiger Gate Entertainment operates pay television channels, and is an originator as well as distributor of action and horror TV programming and other films across Asia. Tiger Gate currently operates two pay television channels - *KIX* (kix-tv.com), the ultimate in action entertainment, and *Thrill* (thrill-tv.com), a horror movie channel. Tiger Gate is a joint venture partnership between Lionsgate, the world's largest independent film entertainment studio; Saban Capital Group, a leading private investment firm specializing in media and communications; and Tiger Gate management. Tiger Gate also operates a production business, focusing on content in various genres that complement its TV channels. For more information, please visit: www.tigergate.com.

About KIX and Thrill Channels

Tiger Gate operates KIX, a world-class action channel, and Thrill, a thriller, suspense and horror movie channel specifically geared for Asian audiences.

The Thrill television channel showcases high-end local Asian thrillers and horror films as well as hit television series. It also leverages Lionsgate's vast stockpile of horror/thriller content as well as other Hollywood studio hits.

KIX is a fast-paced, action-packed channel, featuring a mix of blockbuster motion pictures, hit TV series, cutting-edge reality shows, anime, action game shows, extreme sports, mixed martial arts and other fight events, plus classic martial arts masterpieces. The channel brings together a broad spectrum of Asian and international content with an Asian perspective.

About Lionsgate

Lionsgate (NYSE: LGF) is the leading next generation studio with a strong and diversified presence in the production and distribution of motion pictures, television programming, home entertainment, family entertainment, video-on-demand and digitally delivered content. The Company has built a strong television presence in the production of prime time cable and broadcast network series, distribution and syndication of programming through Debmart-Mercury and an array of other channel assets. Lionsgate currently has nearly 20 shows on 10 different networks, spanning its prime time production, distribution and syndication businesses, including such critically-acclaimed hits as: *Mad Men*, *Weeds*, and *Nurse Jackie* along with new series such as *Blue Mountain State* and syndicated successes like *Tyler Perry's House of Payne* as well as its spinoff - *Meet The Browns*, and *The Wendy Williams Show*.



SUPERMODELME

SEASON 3

A Refinery Media production

Lionsgate's feature film business has also generated such recent critically-acclaimed hits as PRECIOUS, which garnered nearly \$50 million at the North American box office and won two Academy Awards®. The Company's home entertainment business has grown to a more than 7% market share and is the industry leader in the box office-to-DVD revenue conversion rate. Lionsgate handles a prestigious and prolific library of approximately 12,000 motion picture and television titles, comprising an important source of recurring revenue that serves as the foundation for the growth of the Company's core businesses. The Lionsgate brand remains synonymous with original, daring and high quality entertainment in markets around the world.

About Saban Capital Group

Saban Capital Group ("SCG") is a leading private investment firm based in Los Angeles specialising in the media, entertainment and communications industries. Established in 2001 by Haim Saban, the firm makes both controlling and minority investments in public and private companies and takes an active role in its portfolio companies. SCG's current private equity investments include Univision (the premier Spanish-language media company in the US) and Tiger Gate Entertainment (a joint venture with Lionsgate to operate branded pay television channels across Asia). Saban Brands LLC, an affiliate of SCG, was formed in 2010 to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally, and currently holds the rights to Power Rangers and Paul Frank Industries in its portfolio. In addition, SCG actively manages a globally diversified portfolio of investments across public equities, credit, alternative investments, and real property assets. For more information, please visit www.Saban.com.

