

## MIPCOM 2010 opens with *Mad Men*

PARIS, FRANCE: Reed MIDEM has announced the first MIPCOM World Premiere TV Screenings on October 4 in Cannes, France. The event opens with cast members attending a special screening of Lionsgate's multiple Emmy Award winning *Mad Men* and the international debut of *Running Wilde*.



"We are delighted to introduce the MIPCOM World Premiere TV Screenings as a premium showcase for leading television and film companies to screen outstanding programmes to the most influential buyers, industry players, and international media from over 100 countries," says Laurine Garaude, director of Reed MIDEM's Television Division.

The inaugural event, to be held in the Palais des Festivals' prestigious Grand Auditorium, is open to all MIPCOM delegates and will present an unaired episode from the 4th season of Lionsgate's smash hit drama *Mad Men*. MIPCOM's exclusive screening will welcome cast members of the acclaimed series which won the 2010 Emmy Award for Outstanding Drama Series and Outstanding Writing for a Drama Series.

Created and executive produced by Matthew Weiner, *Mad Men* airs in over 100 countries worldwide and is broadcast in the United States by AMC where the 4th season launched in July 2010 to stellar ratings.

Following the pilot debut at this year's recent LA Screenings, the premiere will be preceded by the first international preview of the second episode of Lionsgate's new romantic comedy, *Running Wilde*. From the Emmy Award-winning creator and the star of the critically acclaimed FOX series, *Arrested Development*, *Running Wilde* stars Will Arnett (*Arrested Development*, *30 Rock*) as Steve Wilde, a filthy-rich, immature playboy trying desperately to win (or buy) the heart of his childhood sweetheart, Emmy Kadubic (Keri Russell, *Waitress*, *Felicity*), the über-liberal humanitarian who got away - all told through the perspective of a 12-year-old girl.

*Running Wilde* is produced by Tantamount Studios, Five Hole Pictures and Principato-Young Management in association with Lionsgate Television. The series is written and created by Mitch Hurwitz, Jim Vallely (*Arrested Development*) and Will Arnett. Hurwitz, Vallely, Arnett, Eric Tannenbaum (*Two and a Half Men*), Kim Tannenbaum (*Two and a Half Men*), Peter Principato (*Reno 911!*), Paul Young (*Reno 911!*), Anthony Russo (*Arrested Development*) and Joe Russo (*Arrested Development*) serve as executive producers.

"MIPCOM World Premiere TV Screenings offer the ideal platform to preview, launch and raise awareness for the shows that audiences will be watching in the year to come," adds Garaude.

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