

## LIONS GATE HOME ENTERTAINMENT

### CHALLENGE

Lions Gate Home Entertainment Fulfillment

### SOLUTION

The Regan Group has been Lions Gate Films' Agency of Record for over eight years. Our agency handles all of their fulfillment needs for the Home Entertainment and Online divisions.

### SUPPORT

TRG was hired by Lions Gate Films to take care of all the Lions Gate (and recently, Artisan's) home entertainment fulfillment needs. Lions Gate Films was searching for a fulfillment agency to both store archived product, and to complete two to four solicitation mailings per month. Each mailing is shipped to over 3,000 buyers and is the driving force for all Lions Gate home entertainment sales. TRG also ships screeners, sell sheets and posters, on request, to the Lions Gate regional sales team and to upcoming home entertainment shows and special events. In addition, TRG ships title specific publicity mailings, warehouses and ships printed collateral and screeners for Lions Gate International and fulfills all internet sales of VHS, DVD's, posters and t-shirts.

### RESULTS

TRG has been Lions Gate Film's Agency of Record for over 8 years and we continue to provide them with the quality level of service we are known to process.

