



NEWS RELEASE

SOUMYA SRIRAMAN PROMOTED TO SENIOR VICE PRESIDENT OF THEATRICAL MARKETING, VIVENDI ENTERTAINMENT

Universal City, CA, July 7, 2008 — Vivendi Entertainment has promoted Soumya Sriraman to Senior Vice President of Theatrical Marketing, it was announced today by Tom O'Malley, President of Vivendi Entertainment. Formerly, she was Vice President of Marketing and Operations.

In this new post, Ms. Sriraman will be responsible for all aspects of theatrical marketing including publicity, promotions, media and creative services. She will work closely with the filmmakers to ensure that their vision is effectively marketed to consumers.

"Soumya has played a key role in expanding Vivendi Entertainment into a full service theatrical and home entertainment distribution company," stated Mr. O'Malley. "Her marketing experience is unparalleled and we're thrilled that she's part of the VE family as we continue to broaden the company's scope and strengthen the services we offer to our filmmakers."

With over eleven years of experience in the filmed entertainment business, Ms. Sriraman was instrumental in reinventing franchises like Scarface and Animal House. Prior to joining Vivendi, Ms. Sriraman held senior marketing positions at Warner Home Video and Universal Studios Home Video.

Ms. Sriraman holds an M.S. in Transportation Engineering from Texas A&M University and an M.B.A. from University of California, Irvine.

About Vivendi Entertainment

Vivendi Entertainment provides producers and independent studios a full array of distribution services, including theatrical releasing, home entertainment, digital delivery and television. Representing a vast range of genres including action, comedy, thriller, urban, family, fitness and stand-up comedies among others, Vivendi has been a favorite choice of independent content providers since its inception. Launched in September 2004 as a DVD distributor, Vivendi has built an extensive catalog of over 1,000 titles and its products are available in over 85,000 retail locations. To capitalize on the emerging digital video business, Vivendi utilizes a multi-million dollar digital infrastructure that provides accurate and reliable asset management, distribution and reporting. Vivendi also provides a comprehensive and integrated television release strategy across all television windows. Its customer-centric business model was founded on the principles of collaboration and financial transparency. Vivendi Entertainment is part of the Universal Music Group family of companies.

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