



BRUCE HILLS APPOINTED PRESIDENT, JUST FOR LAUGHS

Montreal - June 18, 2018 – Just For Laughs Group is pleased to announce that Bruce Hills has been promoted to President, ***Just For Laughs***, effective immediately. Hills' appointment as President comes days after it was announced that ICM Partners and Howie Mandel have partnered with Bell Media and Group CH as the official new ownership team of the Just For Laughs Group.

A 32-year veteran of the festival, Hills was instrumental in establishing and growing the English-speaking portion of ***Just For Laughs*** Montreal into the biggest and most respected comedy festival in the world.

Hills will continue to oversee all aspects of Just For Laughs Montreal as well as the expansion of the festivals and touring throughout North America and the rest of the world. Those efforts will further include all development and production of English language content emanating from the festivals for live events, domestic and international television and digital platforms. He will ensure Just For Laughs continues to deliver world-class programming across the globe, and maintains its leading position in the comedy industry.

Statement from The New Ownership Group;

“Bruce is the primary reason why ***Just For Laughs*** has become the top comedy festival in the world, and we are thrilled that he will continue to lead our English language business for years to come. With his wide-ranging knowledge and relationships across development, production, talent, broadcast networks, combined with his strategic leadership experience, we look forward to securing great creative and business partnerships to expand our comedy franchise globally.”

For the last 19 years, Hills has served as COO, overseeing operations for all English programming of Just For Laughs that includes running festivals in Montreal, Toronto, Vancouver and Sydney. He is responsible for over 1,000 ***Just For Laughs*** television specials broadcast by various networks around the world including; The Comedy Network, CraveTV, HBO, CBC, CW, LOL, FOX, Comedy Central, SHOWTIME, BBC America, and MTV. He previously held the title of Director of Programming and Vice-President of International Television at Just For Laughs, which saw him work with some of the biggest names in comedy, including Kevin Hart, Jim Carrey, Amy Schumer, Jimmy Fallon and Jon Stewart. Hills helped establish ***Just For Laughs Live*** as the number one comedy promoter in Canada, which produces and promotes standup tours by Jerry Seinfeld, Carol Burnett,

Kathy Griffin, Bill Burr, Jim Gaffigan and Sebastian Maniscalco. He also produced *Family Guy Live*, featuring Seth MacFarlane and the entire cast of the show, which performed in Los Angeles, Chicago, Toronto and at the prestigious Carnegie Hall in New York City. In July 2015, Dave Chappelle presented Hills with the “Comedy Curator of a Generation” Award at the Montreal Festival. Most recently, he accepted the Icon Award from the Academy of Canadian Cinema & Television on behalf of Just For Laughs on its 35th anniversary.

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