



CINEMA SCENE DIGITAL MEDIA NETWORK GROWS TO 115 THEATRE LOBBIES

Overland Park, KS., September 15, 2009 — Cinema Scene Marketing, one of the nation's leading providers of in-lobby media and promotions, announced today that its Digital Media Network has grown to 115 locations which account for over 1,500 theatre screens across the US.

Boasting nearly 300 digital media devices in 115 theatres across the country, the Network offers studios and brands the potential to reach 71 million moviegoers annually. Cinema Scene's TrailerVision™ product plays 'enhanced' studio movie trailers, living posters and corporate ads via its 52" vertical LCD display. The media network has been quick to catch on with major Hollywood studios including Universal Pictures, Lionsgate and Summit Entertainment, and brands such as Nestle Nesquik and RealD.

"Our Network allows advertisers to connect with moviegoers in a way never possible before. We have replaced the traditional movie poster with a dynamic video display, complete with audio and mobile content delivery." said Joe Ross, Managing Principal of Cinema Scene Marketing.

With 70% of its network located in Top 10 DMAs, Cinema Scene provides advertisers an Out-Of-Home advertising solution within key national and regional cinema circuits including Celebration Cinema, Cinema Center, Classic Cinemas, Clearview Cinemas, Dickinson Theatres, Emagine Entertainment, Frank Theatres, Krikorian Premiere Theatres, Malco Theatres, Mann Theatres, Marcus Theatres, National Amusements, Phoenix Theatres, Santikos Theatres, Southern Theatres, UltraStar Cinemas and Wehrenberg Theatres. Cinema Scene is in the process of finalizing their third round of funding and expects phase four installations to commence in late 2009 or early 2010.

Cinema Scene Marketing, headquartered in Overland Park, Kan., is an industry leader in driving theatrical promotions for major studios and corporate sponsors. Touching millions of cinemagoers annually, Cinema Scene's in-lobby promotions generate memorable brand exchanges with highly desirable entertainment consumers. More information can be obtained at www.cinemascenemarketing.com.