

## **SCREENVISION NETWORK LAUNCHES NEW IN-THEATRE DIGITAL ADVERTISING PLATFORM THROUGH EXCLUSIVE CINEMA SCENE PARTNERSHIP**

Strategic Partnership with Cinema Scene Creates First Ever In-Lobby Digital Media Network for all Screenvision Advertisers

New York, N.Y. (March 30, 2009) – Screenvision, the leading innovator in cinema advertising, has finalized a strategic partnership with Cinema Scene, the industry leader in providing in-lobby interactive marketing experiences, digital media platforms and promotions. Currently, the Screenvision 3D Network is the largest in the industry and now will also be the exclusive provider of 3D lobby promotions. This partnership extends Screenvision's focus to create an immersive entertainment 360 degree experience for consumers and marketers. Screenvision Networks will continue to innovate and grow within the cinema advertising landscape by presenting engaging, cutting edge platforms connecting advertisers to their valued consumers.

“The partnership with Cinema Scene opens up unrivaled opportunities in extending the effectiveness of cinema advertising throughout the entire moviegoing experience” said Matthew Kearney, President and CEO of Screenvision. “By continuing to grow the Screenvision network, we are able to deliver 360 degree solutions with our exhibitor partners and marketers that no one else can offer. We remain at the forefront of digital cinema advertising, maximizing revenue streams for our exhibitor partners, presenting marketers with engaging advertising opportunities and providing moviegoers with wonderfully entertaining content.”

This partnership with Cinema Scene provides Screenvision with an unmatched in-lobby Digital Media Network to offer to marketers. The products Screenvision will exclusively represent include:

- **3DTV** – LCD screens that display 3D content visible to consumers without requiring special eyewear.
- **3D Billboard** – Projected images of free floating video holograms
- **TrailerVision™** – LCD screens that combine elements of static movie posters with digital technology to stream ads
- **Digital Kiosks** – Interactive in-theatre displays with revolving holographic images, touchscreens and custom branding on all four sides.
- **VideoLogo™v** – Projected, free floating video of company's logos.

Joe Ross, Managing Principal of Cinema Scene said, “Screenvision has proven to be the biggest innovator in cinema advertising. We look forward to maximizing the movie-going experience through targeted customizable solutions that engage moviegoers with brand immersion from the moment they enter the theatre until they leave after enjoying the preshow and feature presentation.”

Mike Chico, Executive Vice President, Sales and Marketing, Screenvision, added, “The cinema environment continues to be one of the industry's most effective advertising arenas. It delivers high recall and provides huge creative opportunities. This latest partnership with Cinema Scene shows our commitment to continued innovation in cinema so marketers can uniquely connect with audiences. Our research shows that the combination of on- and off-screen advertising in cinema doubles the unaided recall of the commercial. During times of economic uncertainty, movies provide escapism and comfort. In fact, 2009 box office admissions are up nearly 10% compared to 2008. The opportunities for marketers continue to expand, and Screenvision is the partner best able to address them with the most diverse, effective solutions.”

## **ABOUT SCREENVISION**

Headquartered in New York, N.Y., Screenvision is a national leader in cinema advertising, offering on-screen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing comprehensive cinema advertising representation services for its theatrical exhibitor partners. In the U.S., the Screenvision cinema advertising network is comprised of over 15,300 screens in 2,400 theatre locations across all 50 states and 92% of DMAs nationwide and delivers more than 550 million consumer impressions annually through 150 theatrical circuits, including 12 of the top 20 exhibition companies. Screenvision is a joint venture between ITV plc (LSE: ITV), the UK's largest commercial television network, and Thomson (Euronext Paris: 18453; NYSE: TMS), a global supplier of technology, services, and systems to the media and entertainment industries. For more information: [www.screenvision.com](http://www.screenvision.com).

## **ABOUT CINEMA SCENE MARKETING**

Headquartered in Overland Park, Kansas, Cinema Scene Marketing is an industry leader in driving theatrical promotions for major studios and corporate sponsors, Cinema Scene's in-lobby promotions generate memorable brand exchanges with highly desirable entertainment consumers. The Cinema Scene Digital Media Network provides advertisers the opportunity to entertain movie audiences via next generation media platforms in an organized network of cinemas covering key US markets. Visit [www.cinemascenemarketing.com](http://www.cinemascenemarketing.com) for more information.



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