



CINEMA SCENE BRINGS 3-D CINEMA EXPERIENCE TO FIRST-OF-ITS-KIND SPRINT NEXTEL THEATER

Overland Park, KS (February 12, 2007) – Sprint Nextel selected Cinema Scene Marketing, an entertainment marketing agency, to develop a 3-D cinema presentation as part of the NASCAR NEXTEL Cup Series-themed mobile-marketing display, known as the NEXTEL Experience. The official grand opening was Friday, Feb. 16, with a Fan Appreciation Day. The exhibit will be open at every NASCAR NEXTEL Cup Series race this season.

At this state-of-the-art, multi-dimensional theater race fans can watch a NASCAR-related show moderated by Rusty Wallace, the 1989 NASCAR NEXTEL Cup Series Champion and current analyst for ESPN.

"This project is a very exciting initiative for Cinema Scene," said Brad Derusseau, Partner, Cinema Scene Marketing. "Sprint Nextel's focus on innovation helped them create the premier Mobile Broadband Network. Our technology extends that brand experience through an entertaining, visual experience."

About Cinema Scene Marketing

Cinema Scene Marketing, LLC (CSM) is an entertainment marketing agency recognized for innovative promotional and brand awareness campaigns. The worldwide leader for cinema-based marketing via The Cinema Scene Network, CSM extends its value via entertainment partnerships with global brands. Integration of customer-driven marketing strategies, award-winning creative solutions, and advanced marketing technologies deliver non-traditional marketing solutions returning measurable ROI for entertainment properties. CSM drives value for global clients including Sony, Warner Bros., Disney, Twentieth Century Fox, Coca-Cola, Kodak and Sprint/Nextel via offices in Los Angeles, New York, and Kansas City.

Please visit us at: www.cinemascenemarketing.com

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