

NEWSWORTHY TRENDS

Newsworthy Trends

Movies theaters reign as America's favorite entertainment destination

(NAPSA)—Long gone are the days of heading off to the movie theater just to catch the latest flick. Once upon a time, the movie theater was only a venue to view films and munch on popcorn. Today, as movie theater chains experiment with special programs, a whole host of new alternative content can be seen on the big screen. The movie theater has become the premier entertainment destination where Americans can immerse themselves in the worlds of art, politics, sports and more.

Screenvision, the world's foremost cinema advertising company, is leading the pack in transforming the theatergoing experience. The company provides theaters with a wide array of intriguing programming ranging from operas and live baseball games to documentaries and children's films. Moviegoers could witness President Barack Obama's Inaugural Address on the big screen in January 2009 and celebrate the New York Yankees' 27th World Series win with the Official World Series Film in November 2009. Screenvision also prides itself on bringing the arts to the public, including screening operas from the famous Italian opera house La Scala. Special programming has been expanded by Screenvision to incorporate in-theater gaming in which audience members physically participate in entertaining motion- or audio-based games during the preshow.

We might not all have the opportunity to listen to the inaugural address live or root for a team at a World Series game, but the size of a movie theater screen, the digital surround sound and the excitement of the crowd around



Brian Cashman, New York Yankees General Manager; Matthew Kearney, CEO Screenvision and Joe Girardi, New York Yankees Manager; attend the premiere of the Official 2009 World Series Film at the Ziegfeld Theatre in New York City.

you makes it feel like you are actually there, capturing the thrilling essence of the live event.

And start your engines, NASCAR fans! Starting in early 2010, Screenvision will present original NASCAR content including racing highlights, top moments, driver profiles, behind-the-scenes vignettes and fan tributes to over 15,000 screens nationwide.

Advances in digital cinema have made these types of alternative programs easy to present and enable the content to be broadcast in the highest definition and crispest sound that only a theater experience can provide.

Screenvision will continue to expand its offerings through 2010 and beyond. By acquiring the rights to such diverse program-

ming, Screenvision has transformed the movie theater into a gathering place to enjoy more than just movies.

Screenvision's programs are available at various times and locations throughout the Screenvision cinema advertising network of over 15,500 screens in over 2,400 theaters across all 50 states. Participating theaters include Carmike Cinemas, National Amusements, Rave Motion Pictures, Harkins Theatres, Mann Theatres, Clearview Cinemas and Pacific Theatres and many more. You can check out your local theater schedule—for more than just movies.

For more information on Screenvision, please visit www.screenvision.com.