



2008 Flight Dates & Material Deadlines

Cinema Spots

| Flight Dates | | Flight Length | Peak vs. Off Peak | Material Deadlines | |
|--------------|------------|---------------|-------------------|-------------------------------|-----------|
| | | | | Tape (VHS Copy & D1/Digibeta) | Film |
| 1/4/2008 | 1/31/2008 | 4 Weeks | Off Peak | 11/30/2007 | 12/7/2007 |
| 2/1/2008 | 2/28/2008 | 4 Weeks | Off Peak | 12/28/2007 | 1/4/2008 |
| 2/29/2008 | 3/27/2008 | 4 Weeks | Peak | 1/25/2008 | 2/1/2008 |
| 3/28/2008 | 4/24/2008 | 4 Weeks | Off Peak | 2/22/2008 | 2/29/2008 |
| 4/25/2008 | 5/29/2008 | 5 Weeks | Peak | 3/21/2008 | 3/28/2008 |
| 5/30/2008 | 7/3/2008 | 5 Weeks | Peak | 4/25/2008 | 5/2/2008 |
| 7/4/2008 | 8/7/2008 | 5 Weeks | Peak | 5/30/2008 | 6/6/2008 |
| 8/8/2008 | 9/4/2008 | 4 Weeks | Peak | 7/4/2008 | 7/11/2008 |
| 9/5/2008 | 10/2/2008 | 4 Weeks | Off Peak | 8/1/2008 | 8/8/2008 |
| 10/3/2008 | 10/30/2008 | 4 Weeks | Off Peak | 8/29/2008 | 9/5/2008 |
| 10/31/2008 | 12/4/2008 | 5 Weeks | Peak | 9/26/2008 | 10/3/2008 |
| 12/5/2008 | 1/8/2009 | 5 Weeks | Peak | 10/31/2008 | 11/7/2008 |

The 2008 schedule reflects twelve flights that begin on Friday and end on Thursday.

Cinema Slides

| Flight Dates | | Flight Length | Peak vs. Off Peak | Material Deadlines |
|--------------|-----------|---------------|-------------------|--------------------|
| 1/4/2008 | 1/31/2008 | 4 Weeks | Off Peak | 12/7/2007 |
| 2/1/2008 | 2/28/2008 | 4 Weeks | Off Peak | 1/4/2008 |
| 2/29/2008 | 3/27/2008 | 4 Weeks | Peak | 2/1/2008 |
| 3/28/2008 | 4/24/2008 | 4 Weeks | Off Peak | 2/29/2008 |
| 4/25/2008 | 5/22/2008 | 4 Weeks | Peak | 3/28/2008 |
| 5/23/2008 | 6/19/2008 | 4 Weeks | Peak | 4/25/2008 |
| 6/20/2008 | 7/17/2008 | 4 Weeks | Peak | 5/23/2008 |
| 7/18/2008 | 8/14/2008 | 4 Weeks | Peak | 6/20/2008 |
| 8/15/2008 | 9/11/2008 | 4 Weeks | Peak | 7/18/2008 |
| 9/12/2008 | 10/9/2008 | 4 Weeks | Off Peak | 8/15/2008 |
| 10/10/2008 | 11/6/2008 | 4 Weeks | Off Peak | 9/12/2008 |
| 11/7/2008 | 12/4/2008 | 4 Weeks | Peak | 10/10/2008 |
| 12/5/2008 | 1/1/2009 | 4 Weeks | Peak | 11/5/2008 |

The 2008 schedule reflects thirteen flights that begin on Friday and end on Thursday.

Promotions

| Flight Dates | | Flight Length | Peak vs. Off Peak | Material Deadlines | |
|--------------|------------|---------------|-------------------|--------------------------|--------------------|
| | | | | If Screenvision Produces | If Client Produces |
| 1/1/2008 | 1/28/2008 | 4 Weeks | Off Peak | 11/20/2007 | 11/27/2007 |
| 1/29/2008 | 2/25/2008 | 5 Weeks | Off Peak | 12/18/2007 | 12/25/2007 |
| 2/26/2008 | 3/24/2008 | 4 Weeks | Peak | 1/15/2008 | 1/22/2008 |
| 3/25/2008 | 4/21/2008 | 4 Weeks | Off Peak | 2/12/2008 | 2/19/2008 |
| 4/22/2008 | 5/26/2008 | 3 Weeks | Peak | 3/11/2008 | 3/18/2008 |
| 5/27/2008 | 6/30/2008 | 5 Weeks | Peak | 4/15/2008 | 4/22/2008 |
| 7/1/2008 | 8/4/2008 | 5 Weeks | Peak | 5/20/2008 | 5/27/2008 |
| 8/5/2008 | 9/1/2008 | 5 Weeks | Peak | 6/24/2008 | 7/1/2008 |
| 9/2/2008 | 9/29/2008 | 3 Weeks | Off Peak | 7/22/2008 | 7/29/2008 |
| 9/30/2008 | 10/27/2008 | 4 Weeks | Off Peak | 8/19/2008 | 8/26/2008 |
| 10/28/2008 | 12/1/2008 | 5 Weeks | Peak | 9/16/2008 | 9/23/2008 |
| 12/2/2008 | 1/5/2009 | 5 Weeks | Peak | 10/21/2008 | 10/28/2008 |

The 2008 schedule reflects twelve flights that begin on Tuesday and end on Monday. However, promotional flight dates can coincide with on-screen (starting on Friday and ending Thursday).

The listed material deadlines are based on the specifications of standard promotional elements that will be shipped via ground service. Deadlines may be extended one week if shipped via 2nd Day Air (additional charges will apply). The type of element, quantity, and size of the program will determine the final material deadlines. Also, these material deadlines EXCLUDE popcorn bag programs. The lead-time for popcorn bag programs is 12 - 14 weeks.