



Screenvision and Muvico Theaters Expand Relationship with New Long-Term Deal

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New York, NY - Screenvision, the leading innovator in cinema advertising, and Muvico Theaters, one of the nation's premiere theater exhibitors, have expanded their relationship through a new long-term agreement. Through the deal, Screenvision will continue to serve as the preshow provider and hold the exclusive on-screen preshow selling rights for all Muvico locations. Additionally, Screenvision has been granted the right to sell in-theater promotions to all Muvico locations.

The deal with Muvico further solidifies Screenvision's presence in several top DMAs. Muvico currently owns and operates nine state-of-the-art, grand style megaplex locations representing a total of 149 screens. The Muvico circuit spans the key DMAs of Los Angeles, Chicago, Tampa, Miami and West Palm Beach.

"Muvico is yet another marquee exhibitor turning to Screenvision for our ability to provide advertising, technology and entertainment solutions that add value to exhibitors across the country," said Darryl Schaffer, Executive Vice President, Exhibitor Relations, Screenvision. "Muvico Theaters joins an industry-leading group of exhibitor partners including Harkins Theatres, Malco Theatres, Marcus Theatres, Paragon Theaters, Rave Motion Pictures and Studio Movie Grill, all who have recently signed seven to ten year contracts with Screenvision."

Hal Cleveland, President and CEO, Muvico Theaters added, "The superior quality and content of Screenvision's digital preshow, along with its reputation as a leader in technology and service within the cinema advertising community, have made Screenvision a natural partner for Muvico and one we look forward to working with for the next several years. We are confident that this new deal will continue to lead to a more rewarding experience for our moviegoers."