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## Screenvision Announces New Exhibitor Agreement with Santikos Theatres LLC

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New York, NY -- Screenvision, the leading innovator in cinema advertising, announced today a new exhibitor agreement with **Santikos** Theatres LLC, the largest family-owned theatre circuit in Texas. With this deal, Screenvision expands its presence in the key Houston and San Antonio markets.

Under the agreement, Screenvision will have exclusive selling and exhibition rights in the late pre-show and non-exclusive rights for promotions. The deal represents **Santikos'** first partnership with a cinema advertising company providing Late Preshow advertising.

**Santikos** currently operates eight theater locations and 106 screens in Houston (DMA #10) and San Antonio (DMA #37). In San Antonio, **Santikos** represents the majority of the market share in terms of total number of screens and box office revenue and operates the #1 (Palladium 19 IMAX) and #3 (Silverado 16) most attended theatres in the market. In Houston, the Silverado 19 IMAX is the 4th busiest theatre in the market in terms of box office revenue per screen.

"The deal with **Santikos** furthers our reach in key Southwest markets and further underscores the value top exhibitors see in our ability to maximize their revenue potential from cinema advertising and promotions," said Darryl Schaffer, Executive Vice President, Exhibitor Relations, Screenvision.

"We are committed to providing our guests with a superior cinematic experience on every level, and partnering with Screenvision on an enhanced national advertising program is in line with that mission" said Art Seago, **Santikos** Theatre COO.

**Santikos** Theatres are state of the art, with amenities such as dedicated VIP screens, IMAX screens, D\_BOX motion seats and full service bars and restaurants, including two theatre locations that operate as cinema-eateries offering full service dining in each auditorium. During the 1st quarter of 2010, **Santikos** began installing Barco digital cinema equipment and XpanD 3D systems. The Silverado 19 IMAX in Houston, Palladium 19 IMAX, Silverado 16 and Embassy 14 in San Antonio has each been fully installed with digital projection equipment. **Santikos** plans to complete its digital cinema roll-out to all theatre locations by the end of 2010.