



Screenvision signs new agreement with Santikos Theatres

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Leading cinema-advertising company Screenvision announced 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 preshow 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 theatre 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 number one (Palladium 19 IMAX) and number three (Silverado 16) most-attended theatres in the market. In Houston, the Silverado 19 IMAX is the fourth-busiest theatre in the market in terms of box-office revenue per screen.