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CinemaCon, The Official Convention of NATO, Sets Dates for 2011 Confab

Michael Campbell and Lee Roy Mitchell Named Honorary Chairpersons

WASHINGTON D.C. (June 3, 2010) – CinemaCon, the official convention of NATO (The National Association of Theatre Owners), announced today that the inaugural convention will take place March 28-31, 2011 at Caesars Palace in Las Vegas. From exclusive Hollywood product presentations, to must-see premiere feature screenings, to the biggest stars, producers and directors, CinemaCon will jumpstart the excitement and buzz that surrounds the summer season at the box office. The CinemaCon schedule will be packed with sponsored events, seminars, trade show, screenings, product presentations and a gala award show honoring the very best in the movie industry.

Following the highly successful 36-year run of ShoWest NATO will now run and oversee the largest annual gathering for the cinema industry, worldwide, starting with CinemaCon 2011. The new location at Caesars Palace will offer delegates a more modern and upscale conference facility. Major presentations from the Hollywood Studios will take place in The Colosseum, Caesars' beautiful, 4,200 seat theatre. It is expected that, in its first year, CinemaCon will attract more than 5,000 industry members from all facets of the cinema world, most notably exhibition, distribution, equipment and concessions, marketing, advertising and that of social media. CinemaCon is delighted to have both the ICTA (International Cinema Technology Association) and NAC (National Association of Concessionaires) as its trade show partners. CinemaCon is all about celebrating the movie-going experience.

To pave the way for the exciting future that awaits CinemaCon, both Phil Harris, founder of Signature Theatres and Bill Stembler, Chairman and CEO of Georgia Theatre Company have been serving as Chairmen of NATO's Convention Task Force for more than four years. Two of the convention's major hires, overseeing the coordination and operation of CinemaCon, include respected convention executives Mitch Neuhauser, Managing Director, and Andrew Sunshine, Director Sponsorships and Trade Show.

"This is an exciting, new beginning as NATO and its members take ownership of the largest and most important convention for the motion picture theatre industry," noted NATO's Convention Task Force Chairpersons Phil Harris and Bill Stembler. "We can't wait to roll out the red carpet for the entire industry when CinemaCon premieres on March 28, 2011 at Caesars Palace."

Recognizing the importance of having the industry's most important gathering back in its own hands, two of the industry's most respected executives, both past NATO Chairmen, will give their full support to CinemaCon 2011. Michael Campbell, Executive Chairman, Regal

Entertainment Group and Lee Roy Mitchell, Chairman of the Board/Director Cinemark USA have agreed to serve as Honorary Chairpersons.

“We firmly believe that the time is right for NATO and its members to run this most important annual gathering for the industry,” said Campbell and Mitchell. “In representing all of exhibition, we are committed to ensuring CinemaCon’s success. Our goal is to make this a great convention not just for exhibition, but for the entire industry. We welcome this exciting opportunity.”

About NATO

NATO (The National Association of Theatre Owners) is the largest exhibition trade organization in the world, representing more than 30,000 movie screens in all 50 states, and additional cinemas in 50 countries worldwide. NATO’s membership includes the largest cinema chains in the world and hundreds of independent theatre owners, too.

Additional information on CinemaCon can be found at www.cinemacon.com.

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