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CINEMA ADVERTISING COUNCIL ANNOUNCES
2010-11 COMMITTEE CHAIRS

*Committee Chairs Include Industry Veterans from CAC Members Screenvision,
Landmark Theatres and A&G Marketing Group*

NEW YORK, January 20, 2010 – The **Cinema Advertising Council (CAC)** announced the election of its committee chairs for the two-year term beginning immediately and running through December 31, 2011. This announcement was made today by Michael Chico, president and chairman of the CAC.

New committee chairs for the 2010-11 term are Research Committee Chair **Steve Siegel** (Research Director, Screenvision) and Public Relations Committee Chair **Laura Adler** (President, A&G Marketing Group and Secretary, CAC). They join the following, returning committee chairs **John Missale** (CTO, Screenvision), chair of the technology committee and **Michael Sakin** (SVP Sales, Landmark Theatres), chair of the marketing committee.

“2009 was a great year for cinema, with a record box office gross and increased admissions [encouraging several new brands](#) to advertise at the movies,” said Mr. Chico. “The CAC and our board of directors – with the committees headed by Steve, Laura, John and Michael – will continue to work hard in 2010 to share new research that supports the value proposition of cinema advertising, make appropriate technological recommendations, and promote the industry to the advertising and exhibition communities.”

Mr. Siegel has been research director at Screenvision since 2004, and is responsible for leading all strategic research activities to assist in driving revenue for the CAC member’s sales teams on the local, regional, and national scale. Additionally, Siegel serves as the lead liaison on the client-centric research team to provide clients with exceptional thinking and quality service. Prior to joining Screenvision, Mr. Siegel was a member of the research department at Madison Square Garden and supported business development efforts for the sales team.

As president of A&G Marketing Group, Inc., **Ms. Adler** has clients in both the for-profit and not-for profit sectors, including the CAC which she’s managed since its inception in 2003.

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Ms. Adler worked in the cinema advertising industry, at National Cinema Network, for more than 18 years. Starting as an account executive in 1986, she was promoted to vice president of marketing and public relations in 1996 where she directed and supervised internal and external resources to develop and manage the messaging, positioning and execution of the company's communications and trade advertising campaigns, public relations efforts and proprietary research. Ms. Adler graduated with a Bachelor of Fine Arts from Virginia Commonwealth University. She serves on the Board of Advisors for Brainy Camps Association of Children's National Medical Center.

Mr. Missale is responsible for managing all of Screenvision's technology initiatives and strategies, while also lending his multimedia development experience to creating and implementing new media and digital offerings for Screenvision, expanding its service platforms. Prior to joining Screenvision, Missale held various senior management and consulting positions such as vice president of operations and engineering at Time Warner Cable and Time Inc. New Media where for 15 years he advised on advanced Internet and television technologies and created new technology products and services. Under his leadership, Time Warner launched Time Warner Home Theater, Quantum, New York One News, The News Exchange ITV, Pathfinder, Roadrunner and he was on the team that received the 1996 Technical Emmy Award for AML fiber. Mr. Missale was also the president and founder of Rant Technology, Inc., which provided project and product management, strategy, ITV services, digital content distribution networks and Web development services. He has also held a management position at Deloitte Consulting L.L.P. consulting on broadband strategies, high level product development and functionality, advanced interactive advertising, and IPTV system technology for their media and entertainment consulting sector.

Mr. Sakin has 20 years of media industry experience, spending 16 of those 20 years in national cable. During that time, he held various positions such as media buyer, sales planner, account executive and eventually SVP of advertising sales at Fox Cable Network Group and later as SVP at Game Show Network. He has spent the last four years in the out-of-home market supervising ad sales for the Ultimate Fighting Championship before dedicating himself to cinema where he served as vice president national sales for Screenvision until his current position at Landmark Theatres. Mr. Sakin graduated the Business School at the University of Maryland with a B.S. in Marketing in 1989.

About The Cinema Advertising Council (CAC)

Established in 2003, the Cinema Advertising Council (<http://www.cinemaadcouncil.org>) is a national non-profit trade association which serves cinema advertising sellers, the theatrical exhibition community and the advertising community, acting as a central source of information for the industry. In addition to representing cinema advertising companies that account for over 82 percent* of U.S. cinema screens based on 38,794** cinema screens, the CAC's membership is also comprised of companies that provide services and products to the cinema advertising industry.

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The CAC's most recent revenue report – independently tabulated by Miller, Kaplan, Arase & Co. LLP – showed that total cinema advertising revenues of CAC members grew by 5.8 percent to \$571,421,000 in 2008, as compared to a total of \$539,946,000 in 2007. Since 2002 – the first year that cinema ad revenue was measured by the CAC – spending in this medium has increased for six consecutive years, with an average of 21.5 percent per year.

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* CAC data source: National CineMedia and Screenvision

** Source: NATO