

## **CineLife, New App from Spotlight Cinema Networks, Connects Film Enthusiasts with Indie and Art House Films and Theatres**

NEW YORK, NY, April 14, 2015 – Spotlight Cinema Networks announced today the availability of CineLife, a free app devoted exclusively to help film enthusiasts find and buy tickets to art house and independent movies. While other ticketing apps have focused on mainstream exhibitor chains, CineLife is the first app serving the art house and independent market.

CineLife has many distinct characteristics. In addition to location-based technology and information on show times and films, CineLife provides up-to-date information on special theatre events for film enthusiasts who wish to attend Q&A's with producers and directors, special screenings, film series and film festivals. CineLife also allows users to purchase tickets directly from an iPhone from any theatre that uses major online ticketing services.

CineLife also features an extensive list of all current art house and indie films in theatrical distribution, cast and plot summaries, reviews, and information about upcoming releases. CineLife features content from several sources including Indiewire, Metacritic and Eat Drink Films.

"CineLife is tailored especially for discerning movie audiences to provide them with a handy mobile guide that deepens their relationship with the films they love and the theatres they visit frequently. They will be able to 'follow' what is going on at their favorite art house 24/7," said Jerry Rakfeldt, CEO of Spotlight Cinema Networks. "We've created this app, in collaboration with the Art House Convergence, to unite hundreds of art house and independent theatres under one app that will help serve their interests and expand their customer base."

CineLife exhibitor partners are able to engage in ongoing communications with their movie-going audience via social media feeds and information posted on customized events and promotions mobile pages.

The CineLife app is currently available for all IOS devices. Later this year, users can download the app for Android smartphones and tablets.

### **About Spotlight Cinema Networks**

Spotlight Cinema Networks is the industry leader in reaching a unique audience of affluent, educated, influential adults within a sophisticated cinema environment. Spotlight provides a unique advertising program tailored to the desirable, upscale adult 18+ cinema audience via premier, luxury theatres screening independent and "smart" Hollywood films. Spotlight Cinema Networks is owned by Mark Cuban, Todd Wagner and Arthouse Marketing Group, and represents the top exhibitors in this genre, including segment leaders Angelika Film Center, Laemmle Theatres and Landmark Theatres. The company is

headquartered in Los Angeles, CA, with offices in New York and Chicago.

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