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Spotlight Cinema Networks Launches Exhibitor Relations Department

Santa Monica, CA – March 14 – Spotlight Cinema Networks, the leader in targeted cinema advertising, announced the formation of a dedicated exhibitor relations department.

"The cinema advertising market has been very receptive to Spotlight since its launch last year. Given this success, we felt that this was the right time to launch an Exhibitor Relations Department and bring aboard Ronnie Ycong as vice president," said Jerry Rakfeldt, President, Spotlight. "Ronnie is one of the most experienced exhibitor relations executives in the U.S. and will lead the development of key niches to drive our growth."

Prior to joining Spotlight, Mr. Ycong was Director of Exhibitor Relations at Screenvision where he was charged with maintaining and growing its exhibitor network. "I am excited about the opportunity with Spotlight and to work with a team focused on bringing a new approach to the cinema space," said Mr. Ycong.

Mr. Ycong has been in the theatrical business for 19 years and has held positions at Fandango, National Cinema Network, and Mann Theatres and will join Spotlight from mid-March.

About Spotlight Cinema Networks

Spotlight Cinema Networks is the first major cinema advertising organization focusing on niche audiences within the greater cinema space. Spotlight represents more than 35 exhibitors in the US by providing a unique advertising program well-suited for the desirable Adult audience. Spotlight Cinema Networks is located in Santa Monica, California with offices in New York and Chicago.

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