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Advertising Sales Units of Landmark Theatres and Arthouse Marketing Group form Spotlight Cinema Networks

Santa Monica, CA – October 25, 2010 – Landmark Theatres, owned by Mark Cuban and Todd Wagner, and Arthouse Marketing Group (AMG) have announced the formation of a new company to focus on cinema advertising sales. The new company, Spotlight Cinema Networks, launched in October 2010 represents over 400 cinema screens in the top DMA's across the U.S.

Spotlight's initial focus will be on providing marketers the desirable Adult 18+ demographic. Subsequent niche networks will target other specific audience segments. Spotlight will offer on-screen advertising, custom digital content, online extensions, screenings and events.

Michael Sakin, SVP of Sales from Landmark, will lead sales, marketing and industry relations for the new organization as Executive Vice President. Jerry Rakfeldt, Managing Director at AMG, will assume the role of President of Spotlight Cinema Networks.

"Spotlight Cinema Networks is the first major cinema advertising organization focusing on niche audiences within the greater cinema space," said Mr. Sakin. "Cinema is a highly-effective medium and has experienced tremendous growth over the past 5 years. Other cinema vendors have done an excellent job focusing on providing opportunities to reach the general cinema audience. Spotlight's first niche platform will focus on providing marketers the ability to target the desirable Adults 18+ audience who are educated professionals. Our network will deliver this audience primarily in the top 25 DMA's." added Sakin.

Spotlight Cinema Networks corporate headquarters will be located in Santa Monica, California.

About Landmark Theatres

Landmark Theatres is a recognized leader in the theatrical exhibition industry providing diverse and entertaining films in a sophisticated adult-oriented atmosphere. Our theaters showcase a wide variety of films — ranging from Independent and Foreign film to 3-D movies and smart films from Hollywood. Landmark Theatres is the nation's largest theater chain dedicated to exhibiting and marketing independent film.

In addition to Landmark Theatres, Mr. Cuban and Mr. Wagner own several other vertically integrated media properties including film distribution company Magnolia Pictures, the film

production company 2929 Productions, and the high definition cable networks HDNet and HDNet Movies.

For more information, visit www.landmarktheatres.com.

About Arthouse Marketing Group

Arthouse Marketing Group is the first company to focus exclusively on providing marketers on-screen access to the unique and hard-to-reach audience found in Arthouse theatres. Founded in Los Angeles in 2003, AMG now represents more than 30 exhibitors in the US by providing a unique advertising program well-suited for the educated professional audience.

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