



CineLife App and New York Film Critics Series Work Together To Promote Prestigious Films and Live, In-Theatre Events

New York, NY, March 29, 2016 – CineLife, a Spotlight Cinema Networks app, has partnered with the New York Film Critics Series (NYFCS®) to promote soon-to-be-released films and live, in-theatre events featuring celebrity interviews at the nation's leading independent cinemas.

Under the terms of the agreement, the NYFCS receives a branded space in CineLife, Spotlight Cinema Networks' mobile app, which features the organization's content. In return, the CineLife logo is featured on the NYFCS's website and e-newsblast. Additionally, on March 17 Spotlight Cinema Networks began running a 20-second spot promoting its CineLife app service in over 55 theatres participating in the New York Film Critics Series.

Now in its 20th year, the NYFCS features advance screening of prestigious films followed by live interviews with Hollywood's elite conducted by Rolling Stone and ABC Popcorn film critic Peter Travers. The next screening on April 27th will feature "Papa: Hemingway in Cuba," starring Giovanni Ribisi, Adrian Sparks, and Joley Richardson. Recent NYFCS highlights include: "The Confirmation," starring Clive Owen; and "The Water Diviner," directed by and starring Russell Crowe. The NYFCS is HD Simulcast to 55 select major markets.

Spotlight Cinema Network's CineLife app is a free service showcasing independent theatres and film for cinema enthusiasts. While other ticketing apps have focused on mainstream exhibitor chains, CineLife is the first app serving the art house and independent market. CineLife features an extensive list of all current art house and indie films in theatrical distribution, show times, ticketing links, special events, cast and plot summaries, reviews, and information about upcoming releases.

"The CineLife mobile app is a great environment for lovers of cinema to discover independent film as well as the many art house theatres that screen them," said Mark Ehrenkranz, NYFCS Producer. "These theatres nurture a deeper understanding of film culture and keep the tradition of the film-going experience very much alive. CineLife helps give these theatres a voice on mobile."

Jerry Rakfeldt, CEO of Spotlight Cinema Networks said, "The New York Film Critics Series speaks to a very similar audience as we do. We're both successfully reaching cinema audiences who are highly engaged, affluent and educated. This partnership is an organic fit and we look forward to introducing CineLife users nationwide to the Series."

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.

About the New York Film Critics Series (NYFCS)

Now everyone throughout the country can enjoy up close and personal moments from major movie stars, producers, writers and directors in the comfort of their own neighborhood theaters. US audiences experience all of the excitement of live Q&A sessions, hosted by Peter Travers. The big screen events deliver 9-13 curated pre-release films per year to discerning audiences on a monthly basis. Each piece brings the energy and VIP nature of prestigious, NYC screenings for nationwide audiences to interact with stars and directors via two-way broadcast.

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