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SPOTLIGHT CINEMA NETWORKS PROMOTES INDUSTRY LEADERS, STRENGTHENS NEW YORK PRESENCE AND LAUNCHES MARKETING DEPARTMENT

SANTA MONICA, CA – JUNE 11, 2013 - Spotlight Cinema Networks, the industry leader in reaching a unique audience of affluent, educated, influential adults within a sophisticated cinema environment, has named their first CEO and will also promote and realign responsibilities of Sales, Marketing and Exhibitor Relations under one person, with a key executive relocating to New York. The expansion of the New York office includes the formation of a dedicated Marketing Department within the company.

Spotlight has appointed Jerry Rakfeldt, to the office of CEO, a promotion from his current position as President; Michael Sakin will relocate to New York and be promoted to President, Sales & Exhibitor Relations and Christine DelGuidice-Kraemer has been hired as the new Marketing Director.

Jerry Rakfeldt brings more than 25 years of broad-based industry experience to the company. This has included overseas assignments in Asia where he supported the global marketing efforts of Toyota Motor Corporation, and later, managed a Liaison office for Saatchi & Saatchi Advertising in Tokyo. Upon returning to the US, his focus turned to growing enterprises, from an Internet-based start-up in 2000, to acquiring Arthouse Marketing Group in 2007, to the formation of Spotlight Cinema Networks in 2010. Rakfeldt will continue to be based in Santa Monica, CA.

“The cinema advertising market has been very receptive to Spotlight since its launch. Given this success we felt this was the right time to expand Spotlight’s presence and advance the company, with Michael Sakin now running Sales, Exhibitor Relations and Marketing out of our New York office,” said Rakfeldt.

With his promotion to President, Michael Sakin will be responsible for all revenue generation as well as growing Spotlight’s distribution across the country. Sakin has more than 20 years of national ad sales experience, including SVP of advertising sales for Landmark Theatres, as well as running the western and midwest regions for Screenvision. Sakin began his advertising career as a media buyer at DMB&B on the Kraft/General Foods account. After completion of the Turner Broadcasting Sales Training Program, he joined Fox Cable Networks as an account executive and was promoted to senior vice president of advertising sales. During his eight-year tenure, he successfully launched the FX Network, Fox Movie Channel, Fox Sports Net, The Health Network and National Geographic Channel. Following Fox Cable Networks, Sakin became the SVP of Advertising Sales for The Game Show Network, where he was responsible for increasing the network’s advertising revenue by 200%. Prior to joining Screenvision in 2006, Sakin started the sponsorship group at Ultimate Fighting Championship (UFC). “This is a key move in driving Spotlight’s growth and I am extremely excited to take us to the next level and beyond,” Sakin said.

“Spotlight Cinema Networks is happy to announce the formation of a dedicated marketing department and we are very fortunate to add a proven marketing talent like Christine DelGuidice-Kraemer. Christine has tremendous marketing experience, especially in cinema,” said Sakin.

The newly hired Marketing Director, Christine DelGuidice-Kraemer, who will also be based in New York, brings nearly 20 years of marketing experience to Spotlight. Prior to Spotlight, she held the position of Marketing Director at Screenvision. During her seven-year tenure, she successfully launched initiatives to gain and maintain new clients while contributing to the bottom line with lead-generation initiatives in and outside of the theater environment. Her efforts resulted in year-over-year gains. Prior to Screenvision, DelGuidice-Kraemer created marketing strategies and custom-integrated programs for clients including Chrysler, The Home Depot, Avon, L’Oreal, The Milk Board, Dodge and Kraft while at Conde Nast, Hearst and Meredith Publications. “It’s an exciting time to be in this industry, and with the support of Spotlight’s CEO and President, we’re ramping up our marketing efforts to continue to be the leader in reaching an upscale, adult audience,” said DelGuidice-Kraemer.

For Editors:

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 AMG and represents the top exhibitors in this genre, including segment leaders Landmark Theatres, Angelika Film Center and Laemmle Theatres, and is located in Santa Monica, California, with offices in New York and Chicago.