



NEWS RELEASE

CINEMA EXPO TO HONOUR UNIVERSAL PICTURES' DAVID KOSSE AS 2010 DISTRIBUTOR OF THE YEAR

FOR IMMEDIATE RELEASE

June 2, 2010

NEW YORK - Cinema Expo International will honour Universal Pictures' David Kosse, President, International, as the 2010 International Distributor of the Year, it was announced by Robert H. Sunshine, Managing Director of the event. Mr. Kosse will receive this award as part of the Tuesday Luncheon, June 22nd at the Amsterdam RAI Exhibition & Congress Centre.

“It is a great honour for Cinema Expo to be able to single out David for all he has done throughout his career as one of the most respected and admired International Distribution Executives in the business, “ noted Sunshine. “You could not ask for a more dedicated leader whose passion and commitment to both his company and the industry has helped bring film to so many moviegoers around the world”.

As President, International for Universal Pictures, David Kosse is charged with maximizing revenue and profit across Universal's international divisions, including home entertainment, television, theatrical distribution and international production and acquisitions. He oversees the company's international marketing and distribution arm Universal Pictures International (UPI), where he served as President until he was named President International in 2009.

Kosse is credited with creating UPI in 2006, a move that gave Universal a stand-alone marketing and distribution operation for films released outside of North America. Previously, Universal was part of UIP, a joint venture with Paramount Pictures.

Under Kosse's leadership, Universal Pictures enjoyed two of its best years at the international box office in 2007 and 2008. In 2008, box office reached \$1.714 billion propelled by the global box office phenomenon *Mamma Mia!* which grossed over \$460 million in territories outside of North America. Kosse also oversaw hits such as *The Mummy: Tomb of the Dragon Emperor* (\$267M), *Wanted* (\$206M), *The Bourne Ultimatum* (\$215M) and *Mr Bean's Holiday* (\$196M).

In 2009, UPI crossed the \$1 billion mark at the international box office with hits such as Quentin Tarantino's *Inglourious Basterds*, which became Tarantino's biggest film ever; *Fast & Furious* (\$207M) and *Public Enemies* (\$118M).

Prior to serving as President of UPI, Kosse served as President, International Marketing and Distribution for Universal Pictures from 2004-2006 overseeing its international theatrical interests. During that time he shepherded several hit campaigns including *The Bourne Supremacy* (\$112m), *King Kong* (\$331m), and *The Holiday* (\$142m).

[more]

Before joining Universal in 2004, Kosse launched and ran Momentum Pictures which he built into one of Europe's largest independent film distributors. He has also worked for PolyGram, HBO and Ogilvy and Mather Worldwide in a series of senior executive roles.

Now in its 19th year, the Cinema Expo International convention and trade show is the bridge to the pan-European cinema exhibition and distribution industry that brings more than 50 countries together to do business. The convention includes screenings of upcoming films not yet released in the region, informative seminars dealing with operating and marketing motion picture theatres, gala sponsored food functions as well as a full-scale trade show for the equipment and concessions side of the business. The Coca-Cola Company is the Official Corporate Sponsor of the convention, which runs from Monday, June 21st to Thursday evening, June 24th.

Cinema Expo International is the Official Convention of the International Union of Cinemas, Union Internationale des Cinémas (UNIC).

###