

# SHOWEAST

| NEWS RELEASE  
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## **SHOWEAST TO HONOR KURT HALL WITH 2011 SALAH M. HASSANEIN HUMANITARIAN AWARD**

**New York---** Kurt Hall, chairman and chief executive officer of National CineMedia, LLC and National CineMedia Inc., will receive the 2011 Salah M. Hassanein Humanitarian Award at this year's ShowEast convention, it was announced by Robert H. Sunshine, managing director of the annual convention. Hall will be awarded this distinguished honor on Thursday evening, October 27, 2011, at the Westin Diplomat Resort and Spa in Miami/Hollywood, Fla., as part of the Final Night Banquet and Awards Ceremony at ShowEast.

The Salah M. Hassanein Humanitarian Award was established in 1987 and has been presented to a leader in the industry each year who has distinguished him or herself in the philanthropic community.

“It is with great pride that we announce Kurt C. Hall as the 2011 recipient of the Salah M. Hassanein Humanitarian Award,” noted Sunshine. “Kurt’s leadership has brought National CineMedia to the forefront in supporting humanitarian and charitable organizations both within and outside the cinema exhibition community. For this, we are pleased to honor Kurt with this prestigious award.”

As chairman and CEO of National CineMedia, Kurt oversees all of the organization’s charitable and humanitarian programs, including: The Adoption Exchange, Variety - The Children’s Charity, Will Rogers Picture Pioneer Foundation, Anti-Defamation League, Colorado Uplift, and the University of Colorado Hospital Foundation.

In addition, National CineMedia proudly supports an internal charity program through which its employees have provided significant financial and other support to over 200 local, national and international charitable organizations. Those organizations include, but are not limited to, educational foundations, health and welfare services providers, medical research foundations, animal rescue groups, and providers of crisis intervention services, such as: Denver Public Schools Foundation, American Heart Association, American Cancer Society, American Lung Association, Susan G. Komen for the Cure, YMCA, Work Options for Women, and Heroes at Home.

National CineMedia also donates screen time for public service announcements throughout select theaters across the United States. Further, as a thank you to our troops, National CineMedia donated over 3,000 movie passes to military families in 2010.

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National CineMedia (NCM) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. NCM's digital in-theater network is the largest of its kind in North America and is comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc., Regal Entertainment Group, and other leading regional theater circuits. Prior to the formation of NCM in 2005, Mr. Hall simultaneously served as both co-chairman and co-chief executive officer of Regal Entertainment Group, and president and CEO of its media subsidiary Regal CineMedia Corporation from 2002-2005. Previously, Mr. Hall held various financial and executive positions with United Artists Theatre Company and its predecessor companies, including CFO and ultimately CEO, before it became part of Regal Entertainment Group in 2002. Prior to joining United Artists in 1998, Mr. Hall served as director, accounting and financial reporting for Avalon Corporation, a public independent oil and gas real estate company based in New York City. He began his career as a senior accountant with Peat Marwick Main & Co. (currently KPMG Peat Marwick) in Denver, Colo.

Previous Salah M. Hassanein Humanitarian Award recipients include: Todd Todd Vradenburg, Sonny Gourley, Clark Woods, Shari E. Redstone, John Lundin, Jeff Goldstein, Erik Lomis, Peter Brown, Travis Reid, Barrie Loeks, Tom Sherak, Daniel Crown, Allen Karp, Stanley Durwood, Carl Patrick, Lee Roy and Tandy Mitchell and Salah M. Hassanein.

ShowEast 2011 will take place October 24-27, 2011, at the Westin Diplomat Resort and Spa in Miami/Hollywood, Fla. It will feature screenings of upcoming major holiday films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,300 members of the motion picture industry are expected to attend. ShowEast, now in its 26th year, is produced by Prometheus Global Media, owner of leading entertainment publications and events including, *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, *Film Journal International*, the CLIO Awards, as well as CineAsia and CineEurope.

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