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CINEMA ADVERTISING COUNCIL ELECTS NEW OFFICERS

***Cliff Marks and Suzanne La Forgia Begin New Term This Month, as
Box Office Shows Renewed Strength***

NEW YORK, November 6, 2012 – The [Cinema Advertising Council](#) (CAC), a national non-profit trade association which serves cinema advertising sellers, the theatrical exhibition community and the advertising community, announced that Cliff Marks has been elected president and chairman of the industry association, and Suzanne La Forgia executive director. Effective immediately, they join Bob Brouillette and Laura Adler, returning as treasurer and secretary, respectively.

“With the box office showing 5.1 percent growth year-to-date compared with last year, and some of the year’s most anticipated films set to premiere in the coming weeks, cinema remains a powerful platform for advertisers looking to attract hard-to-reach consumers,” said Mr. Marks. “I look forward to continuing to work with the CAC in order to evangelize cinema and bring more attention to the unique opportunities it offers brands in all top categories.”

The CAC also announced that Steve Ochs (SVP marketing, NCM) will take over as chair of the Marketing committee and Lauren Zweifler (VP, research and strategy, Screenvision) will take over as chair of the Research committee. Laura Adler will remain chair of the Public Relations committee.

Mr. Marks is the president of sales and marketing at National CineMedia (NCM), a position he has held since 2002. Prior to joining NCM, he was SVP national sales for ESPN/ABC Sports from 1989-2002, and a network TV buyer at BBDO Advertising from 1984-1987. In 2010, Mr. Marks was identified as #17 on the “Mediaweek 50” which lists top executives in the advertising and media industry who “advanced innovation, revenue and influence for their companies.”

Ms. La Forgia is the SVP, national & regional sales, at Screenvision. With nearly 20 years of experience in creating and driving revenue growth., La Forgia has previously served as EVP, advertising sales, for RMG Networks and was president of the Digital Place-based Advertising Association. She began her career selling for Home & Garden Television as part of the network’s early launch team. La Forgia has also held positions at The Hotel Networks and Hallmark Channel.

Mr. Brouillette has been a CAC officer since 2004. He is also NCM's senior vice president of business development, where he forges new business partnerships with other entertainment and media companies and creates new media solutions for undeveloped NCM client categories. Prior to his time at NCM, Mr. Brouillette held several senior level positions throughout his 17 years in the media industry, including executive VP, marketing and business development at Fanfare Media Works from 2000-2002; senior VP, marketing and business and at News America Marketing from 1997-2000; and senior VP, sales and marketing for SPAR Marketing Force from 1993-1997. Mr. Brouillette holds a BS from Iowa State University.

Ms. Adler is president of A&G Marketing Group, Inc., and serves clients in both the for-profit and not-for profit sectors, including the CAC which she's managed since its inception in 2003. Ms. Adler worked at National Cinema Network for more than 18 years, where she started her career as an account executive in 1986. She was promoted in 1996 to vice president of marketing and public relations. Ms. Adler graduated with a BFA from Virginia Commonwealth University. She also serves on the Board of Advisors for Brainy Camps Association of Children's National Medical Center.

About The Cinema Advertising Council (CAC)

Established in 2003, the Cinema Advertising Council (<http://www.cinemaadCouncil.org>) is a national non-profit trade association which serves cinema advertising sellers, the theatrical exhibition community and the advertising community, acting as a central source of information for the industry. In addition to representing cinema advertising companies that account for 35,097** U.S. cinema screens, or nearly 90 percent of U.S. cinema screens and 2011 Box Office admissions (based on 39,641* total screens), the CAC's membership is also comprised of companies that provide services and products to the cinema advertising industry.

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