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MICHAEL SAKIN AND CLINT WISIALOWSKI ADDED TO CINEMA ADVERTISING COUNCIL BOARD OF DIRECTORS

NEW YORK, JUNE 15, 2015 — The [Cinema Advertising Council](#) (CAC), a national non-profit trade association which serves cinema advertising sellers, the theatrical exhibition community and the advertising community, has announced two additions to its Board of Directors. Spotlight Cinema Network President Michael Sakin was elected to represent the association's Level II members – vendors who represent exclusive selling rights on 4,999 U.S. movie screens or less – replacing Bob Shaw; and Marcus Theatres Assistant VP, Sales / Research & Development Clint Wisialowski has been chosen to represent CAC Affiliate members, replacing Stewart Harnell.

Sakin and Wisialowski join existing board members Katy Loria – Chairman of the CAC and EVP of national ad sales at CAC member Screenvision – and Dave Kupiec – executive vice president, sales & marketing with National CineMedia (NCM) – who represent Level I members (vendors representing exclusive selling rights on 5,000 or more U.S. movie screens).

"Michael and Clint have spent their careers developing expertise in advertising and cinema that is unmatched," said Loria. "The addition of their voices to the board will be incredibly valuable as the industry continues to deliver the message that, during the most fragmented media marketplace in history, cinema continues to be most impactful choice for advertisers looking to reach consumers through premium video."

With more than 25 years of national ad sales experience, Sakin has extensive experience in the Cinema arena, having previously served on the CAC board from 2009-11, and as chair of the CAC marketing committee. Prior to Spotlight, he held the position of SVP of ad sales for Landmark Theatres and also ran the Western and Midwest regions for Screenvision. He 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 SVP of ad sales. During his eight-year tenure, he successfully launched FX, Fox Movie Channel, Fox Sports Net, The Health Network and National Geographic. Following Fox Cable Networks, he became the senior vice president of advertising sales for The Game Show Network, where he was responsible for increasing the network's advertising revenue by 200%. Sakin also started the sponsorship group at Ultimate Fighting Championship (UFC).

For more than 25 years, Wisialowski has built his career at Marcus Theatres, starting as an associate manager of a Waukesha, WI theatre in 1989, then GM of a new location in Addison, IL in 1997, and moving up the ranks to his current position. From 2000 to 2004, Wisialowski oversaw operations of all

Illinois locations as district director, and he became director of sales in 2004, a position he held for more than nine years. In this role, he was responsible for multiple programs designed to increase revenue through alternative sources, including the sale of advertising in 55 field locations, sales of corporate products, and overseeing all alternative content which included unique events and concerts. In his current role, Wisialowski oversees all product and gift card sales, advertising sales and group sales initiatives, while also researching and developing new initiatives. In 2013, he was honored with the Ben Marcus Humanitarian Award for his community involvement. He holds a B.S. in Management and an MBA from National Louis University.

About The Cinema Advertising Council (CAC)

The Cinema Advertising Council (<http://www.cinemaadCouncil.org>) is a national non-profit trade association founded in 2003 and serving cinema advertising sellers, the theatrical exhibition community and the advertising community, acting as a central source of information for the industry. CAC members have generated \$600 million or higher in cinema advertising revenue for five consecutive years, with more than \$6.61 billion spent on- and off-screen since the CAC began tracking revenue in 2002. In addition to representing cinema advertising companies that account for 34,772 U.S. cinema screens, or approximately 90 percent of U.S. cinema screens and Box Office admissions, the CAC's membership is also comprised of companies that provide services and products to the cinema advertising industry.

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