



MICHAEL SAKIN ADDED TO CINEMA ADVERTISING COUNCIL BOARD OF DIRECTORS

NEW YORK, April 9, 2009 – The **Cinema Advertising Council (CAC)**, has elected Landmark Theatres' Senior Vice President of Sales Michael Sakin to its Board of Directors, as director, cinema advertising vendors representing less than 5,000 screens. He will also continue to serve in his role as chair of the CAC marketing committee. The CAC Board of Directors is selected each March at its annual meeting at ShoWest.

A media veteran with more than 20 years in the field, Mr. Sakin has spent 16 of those years in national cable. During that time, he held various positions, eventually making his way to SVP of advertising sales at Fox Cable Network Group and later as SVP at Game Show Network.

For the past four years, Mr. Sakin has focused on the out-of-home market, heading up ad sales for the Ultimate Fighting Championship before dedicating himself to cinema where he served as VP of national sales for Screenvision until his current position at Landmark Theatres.

The other CAC board members have retained their positions. CAC Chairman and President Dave Kupiec (executive vice president of sales and marketing for National CineMedia) and Executive Director Andrew Blacker (senior vice president, marketing and research, Screenvision) continue as directors, cinema advertising vendors representing 5,000 screens or more, and Stewart Harnell (president and CEO, Cinema Concepts), is director representing affiliate members

About The Cinema Advertising Council (CAC)

Established in 2003, the Cinema Advertising Council (<http://www.cinemaadouncil.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 over 82 percent* of U.S. cinema screens based on 38,794** cinema screens, the CAC's membership is also comprised of companies that provide services and products to the cinema advertising industry.

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* CAC data source: National CineMedia and Screenvision

** Source: NATO