



NEWS RELEASE

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**FREDERICK HUNTSBERRY, COO OF PARAMOUNT PICTURES, TO DELIVER
KEYNOTE AT SHOWEAST 2010**

NEW YORK – It was announced today that Frederick Huntsberry, Chief Operating Officer, Paramount Pictures, will deliver the Keynote Address on Monday afternoon, October 11th at ShowEast 2010. Huntsberry’s keynote will focus on the issue of piracy and its detrimental effect on the cinema exhibition industry, and what should be done to thwart it.

Frederick Huntsberry was named Chief Operating Officer, Paramount Pictures in July 2006. He is responsible for worldwide strategic planning and operations for the studio including finance, IT, human resources, industrial relations, studio operations, sourcing, community and government relations and the office of the general counsel.

Prior to Paramount, Huntsberry was President, NBC Universal International, where he provided strategic direction for new business development growth opportunities, as well operational oversight for international TV distribution and global networks.

Before that, Huntsberry was President, NBC Universal Television Distribution & Universal Pictures Group International Operations. In his role as President, NBC Universal Television Distribution, he oversaw all U.S. first-run syndication and domestic and international television distribution sales activities. As President of Universal Pictures International Operations, Huntsberry contributed to the oversight of numerous international operating divisions of Universal Pictures, including theatrical distribution, home entertainment, and related business development/strategic planning activities.

From 2002 to 2004, Huntsberry was Executive Vice President and Chief Financial Officer, Vivendi Universal Entertainment. He was formerly responsible for all worldwide financial activities, which included Universal Pictures, Universal Television, Universal Operations and Universal Parks & Resorts. Huntsberry was instrumental in the sale of Vivendi Universal Entertainment to General Electric, in May of 2004.

From 1999 to 2002, he served as Senior Vice President, Chief Financial Officer, Universal Pictures and represented Universal on the operating committees of Universal International Pictures and United Cinemas International.

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From 1997 to 1999, he served as Senior Vice President & Chief Financial Officer of Universal Television & Networks Group, with responsibility for all finance and administrative activities for Universal's television businesses.

Huntsberry joined Universal in January 1997 as Vice President, Television Business Development, where he led strategic planning and financial operations for the group.

Prior to joining Universal, Huntsberry was Manager, Mergers and Acquisitions Europe for General Electric, where he worked for over 12 years. During this time, he held a broad range of finance and business development positions in a broad array of industries including medical systems, plastics, industrial systems, and information services. He is a graduate of GE's Financial Management program.

ShowEast 2010 will take place from October 11-14, 2010 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,200 members of the motion picture industry are expected to attend. ShowEast, now in its 26th year, is produced by e5 Global Media.

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