



NEWS RELEASE

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SONY PICTURES ENTERTAINMENT CHAIRMAN AND CEO MICHAEL LYNTON TO GIVE KEYNOTE AT SHOWEST OPENING DAY LUNCHEON

LOS ANGELES —Michael Lynton, Chairman and Chief Executive officer of Sony Pictures Entertainment, is slated to give the keynote address at the ShoWest Opening Day Luncheon, it was announced today by Robert Sunshine, managing director of ShoWest, which will be held March 15 – 18, 2010, in Las Vegas. The luncheon will be held on Monday, March 15, 2010 in the Paris Ballroom of the Paris Hotel.

“As our business evolves to keep pace with the times, our keynote speaker this year couldn't add a more informed perspective on our industry,” said Sunshine. “Michael Lynton's career has taken him from his roots as a successful production chief of Touchstone Pictures to running businesses as diverse as Penguin Group, a world renowned publishing company, AOL Europe, and now Sony Pictures, which had a record-breaking year in 2009.” Sunshine adds, “Given his enormous insight and experiences in so many relevant areas of the entertainment industry, we believe this keynote address will be especially timely, topical and memorable for all ShoWest participants and we are delighted he is joining us to kick off this year's convention.”

Michael Lynton became Chairman and Chief Executive Officer of Sony Pictures Entertainment in January, 2004. Together, with Co-Chairman Amy Pascal, he manages Sony Pictures' overall global operations, which include motion picture, television and digital content production and distribution, home entertainment acquisition and distribution, operation and studio facilities, and the development of new entertainment products, services and technologies. Prior to joining Sony Pictures, Lynton worked for Time Warner and served as CEO of AOL Europe. Lynton served as Chairman and CEO of Pearson plc's Penguin Group from 1996 to 2000; and was at The Walt Disney Company for nine years, prior to that, credited with starting Disney Publishing, serving as its President. In his tenure there, Lynton served as President of Disney's Hollywood Pictures from 1993-1996. Before that, Lynton worked at Credit Suisse First Boston in New York, London and Melbourne from 1982-1985. Lynton is a graduate of Harvard and Harvard Business School and is involved in a number of charitable and civic activities including membership on the Council on Foreign Relations and serves on the boards of the Los Angeles County Museum of Art and the Rand Corporation. In November, he was nominated by President Obama to serve on the Broadcasting Board of Governors.

ShoWest is the largest annual convention for the motion picture industry. It is the only international gathering devoted exclusively to the movie business and the single largest international gathering of motion picture professionals and theatre owners in the world. The 2010 edition of ShoWest will be held March 15 – 18, 2010 at Bally's and Paris Las Vegas and is expected to draw more than 5,000 members of the motion picture industry. Each year, ShoWest attracts delegates from more than 50 countries in North and South America, Europe, Asia and Australia. ShoWest is produced by the Film Group of e5 Global Media. The Film Group also includes ShowEast, CineAsia, Cinema Expo International and Film Journal International. e5 Global Media also produces the Film Group's sister publication, The Hollywood Reporter.

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For updates and registration information on ShoWest please visit www.showest.com