



NEWS RELEASE
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SHOWEAST 2008 TO HONOR WALT DISNEY STUDIOS MOTION PICTURES' NANCY KLUETER WITH "AL SHAPIRO DISTINGUISHED SERVICE AWARD"

NEW YORK – Nancy Klueter, vice president of Exhibitor Relations for Walt Disney Studios Motion Pictures, will receive the 2008 “Al Shapiro Distinguished Service Award”, it was announced today by ShowEast Co-Managing Director, Mitch Neuhauser. The award presentation will take place at the Final Night Banquet hosted by The Coca-Cola Company on October 16, 2008 at the Orlando World Center Marriott.

“I can’t think of a more deserving individual in our industry to receive this award than Nancy”, noted Mitch Neuhauser. “Her dedication to Variety’s Tent 25 charitable efforts has led to unprecedented amounts of money having been raised to help children in need in Southern California, not to mention her involvement with Variety International. Simply put, Nancy truly has a heart of gold.”

In 1989 Buena Vista Pictures Distribution recruited Klueter as Senior Marketing Coordinator in its newly formed In-Theatre Marketing department. She rose to manager a year later, director in 1992, and vice president of Exhibitor Relations in 1995. The distribution unit changed its name in 2007 to Walt Disney Studios Motion Pictures.

In 1992, Disney’s Dick Cook asked Nancy to join the Variety board of Tent 25. Her first major project for this worthy organization was marketing the Gold Heart Program in 2000 and 2001. In addition to securing permission to use a Mickey Mouse design on the 2001 Gold Heart pin, Nancy expanded the program by launching an unprecedented wide rollout to all exhibitors in the United States and Canada.

In 2004 Variety’s Tent 25 elected Nancy as its Chief Barker. During her 3-year term, Tent 25 saw its net income rise from \$1.2 million in 2004, to \$2.0 million in 2006. She was instrumental in launching the eBay auction site (www.ebay.com/varietykids), which grew from \$27,000 revenue in its first year to \$229,000 in 2006 and to date has raised in excess of \$500,000. She arranged for one of the Herbie prop cars seen in “Herbie: Fully Loaded” as one of the first big-ticket items to be offered on the site. This high profile auction raised the profile of the site, and of Variety. Nancy’s tenure as Chief Barker culminated in leading the campaign for the Lifetime Achievement Award Journal presented to Dick Cook in 2006. This journal smashed all records, raising more than \$1,000,000 in support of the children served by Variety.

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Tent 25, the Southern California Chapter of Variety – The Children’s Charity, was formed in 1941 and has raised over \$60 million for children in Southern California.

In addition to her duties in Tent 25, Nancy was appointed an Ambassador for Variety International in 2005 and was elected a vice president of its Board in 2007.

Will Rogers Motion Pictures Pioneers appointed Nancy to their Advisory Board in 2004 and elected her to the Board of Trustees in 2007.

The “Al Shapiro Distinguished Service Award” each year honors an executive who best represents the ideals and standards that the late Al Shapiro helped set during his distinguished career. It epitomizes his dedication, care and concern for the betterment of the motion picture industry. Last year Scott Forman of Warner Bros. Pictures received the “Al Shapiro Distinguished Service Award.” Previous recipients include Patricia Gonzalez, Bud Stone, John Lundin and Steve Bunnell.

ShowEast 2008 will take place from October 13-16, 2008 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 1,500 members of the motion picture industry are expected to attend. ShowEast, now in its 24th year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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