



**NEWS RELEASE**  
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**SHOWEAST 2009 TO HONOR MIKE MORASKIE OF CARIBBEAN CINEMAS WITH INTERNATIONAL ACHIEVEMENT AWARD IN EXHIBITION**

NEW YORK – It was announced today that Mike Moraskie, Head Film Buyer for Caribbean Cinemas, will be honored with the “International Achievement Award in Exhibition” at this year’s ShowEast Convention in Orlando, Florida. “ShowEast is thrilled to recognize such an important and highly regarded executive of the international exhibition community,” stated Robert Sunshine, Managing Director of ShowEast. “At Caribbean Cinemas, Moraskie has played a key role in bringing Hollywood films to the burgeoning Caribbean market”.

Mike Moraskie has made a career of the movie industry. He started working with New World Pictures after earning his B.A. at Reed College in Portland, Oregon. After learning the ropes on the independent side, Warner Bros. offered him a position as General Manager for Puerto Rico and the Caribbean in 1989.

His excellent performance was recognized by Warner Bros. South, who promoted him in 1991 to General Manager for Argentina. In 1993 he was promoted again by Warner Bros. to National Account Representative for Mexico, where he managed distribution, marketing, advertising and promotions for all of the Warner Bros. films throughout Mexico, Latin America’s largest market.

In 1997, Mike accepted the challenge offered by Mexico’s largest exhibitor, Cinépolis, to take on the role of Head Film Buyer. Moraskie immediately went to work by partnering with major distribution companies, among them Warner Bros., Sony / Columbia and Buena Vista International, to develop unique, and first-ever for Mexico, in-theater promotions. He also helped grow the high-income movie theater audience by producing events like the French Film Tour.

To enhance Cinépolis reputation as a market leader, Mike instituted “Garantía Cinépolis”, a cutting edge marketing program that promoted brand loyalty and differentiation through customer satisfaction. These events were reinforced by planning and executing the Cinépolis – IMAX partnership proposal and managing the IMAX theater programming.

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To address the growing interest in art and foreign films, Mike created “Otro Enfoque” for Cinépolis, an in-house art film theater circuit, which successfully attracted customers in major urban areas such as Mexico City, Monterey and Guadalajara. Not satisfied with helping Cinépolis grow from a 500 screen theater circuit in 1997 to a 2,050 screen theater circuit in 2009, Mike also led the efforts to expand Cinépolis into distribution in order to properly supply product to Cinépolis’ circuit through Central America in Panama, El Salvador, Costa Rica and Guatemala.

All of the above efforts helped Cinépolis develop into one of the largest circuits in the world, ranking fourth worldwide today with operations throughout all of Mexico and various Central American countries.

In August of 2009 Mike accepted another major challenge in his professional career. Robert Carrady, President of Caribbean Cinemas, offered him the opportunity to take the Head Film Buyer position with the Caribbean’s leading theater circuit. In this new position with Caribbean Cinemas, Mike will be responsible for acquiring and programming the film product for the circuit’s 42 theaters and 390 screens spread through 8 islands in the Caribbean. Together with Robert Carrady, Mike will further develop the circuit’s new technologies, including digital cinema and 3D screens.

Moraskie has made significant investments and brought Hollywood to markets such as St. Lucia, St. Maarten, and St. Kitts in the Caribbean. He is also undertaking major developments in the Dominican Republic, a market with excellent growth potential and where they also are the leading exhibitor.

ShowEast 2009 will take place from October 26-29, 2009 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 24<sup>th</sup> year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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