



**NEWS RELEASE
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**SHOWEAST 2009 TO HONOR JOSE “PEPE” VICTORIA WITH INTERNATIONAL
ACHIEVEMENT AWARD IN DISTRIBUTION**

NEW YORK – It was announced today that Jose Victoria, General Manager, UIP Panama, Inc. will be honored with the “International Achievement Award in Distribution” at this year’s ShowEast Convention in Orlando, Florida. “ShowEast is thrilled to recognize such an important and highly regarded executive of the international distribution community,” stated Robert Sunshine, Managing Director of ShowEast. “At UIP Panama, ‘Pepe’ has played a key role in bringing both Paramount’s and Universal’s films to the Latin American market.”

Jose Victoria has made a career of the movie industry. He started working with United Artists Panama after earning his B.A. at the University of Panama. After learning the ropes, he moved over to 20th Century Fox as a Film Sales Manager.

UIP of Panama recognized his excellent performance, where he was promoted to become a Sales Manager, with territories in Panama, Central America and the Caribbean in the mid-80s. A few years later, he moved over to the home entertainment side of the business where he became the General manager for Panama and Central America of the Warner Bros., Paramount and Universal Home Video.

Five years later, Victoria moved to Peru to oversee UIP’s Peruvian operations as General Manager. He held the position for six years before returning to his native Panama. In 1996, just prior to Victoria’s move back to Panama, he was honored with a Film Distributor of the Year award.

Since 1997, Victoria has been overseeing UIP Panama, Inc. as the General Manager. In addition to his work at UIP, Panama’s local Police and Fire Departments honored him in 2006 for his charitable efforts with less-fortunate children.

An avid sportsman, Victoria resides in Panama with his wife and three children.

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 25th year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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